



UNITED STATES ADVISORY COMMISSION ON PUBLIC DIPLOMACY

2015 Comprehensive Annual Report on Public Diplomacy and International Broadcasting

Focus on Fiscal Year 2014 Budget Data

Africa Region

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The Views represented herein are those of the Advisory Commission on Public Diplomacy and do not necessarily reflect the views of the Commission's administrative home, the Department of State.

FIELD-DIRECTED ACTIVITIES



U.S. PUBLIC DIPLOMACY IN THE AFRICA REGION

New Orleans jazz saxophonist Donald Harrison chats with Embassy Moscow staffer Luis de Andrade at the Independence Day reception at the Spaso House, the U.S. Ambassador's Residence in Moscow, Russia, on July 4, 2014. Donald Harrison's Jazz Band performed for Spaso House guests during the reception. [State Department photo/ Babtsova]

U.S. Public Diplomacy in Africa

Of the Continent's 1.1 billion people, the majority is 24 years old or younger. The region's progress is trending toward positive democratic and economic growth, but that progress is uneven by country. Many African countries are becoming more free and open, but a number of democracies are dominated by long-serving presidents who resist efforts to limit their terms in office. Further, violent extremism is a growing problem across much of West and East Africa. While some countries are leapfrogging into the digital age, the continent has an Internet penetration rate of just 15.6 percent.

U.S. public diplomacy efforts in the Africa region work to support U.S. policy, which aims to promote strong democratic institutions, encourage continued African economic growth, advance peace and security, and create opportunity for the youth majority. African public opinion polls suggest very high approval of the United States. Between 75 and 90 percent of African publics approve of President Barack Obama. But sustaining or living up to the expectations implicit in such high ratings is difficult. In spite of general public approval, there are pockets of anti-Americanism in Africa due to lingering Cold War animosity in certain countries, and among extremist groups in the Sahel and the Horn of Africa.

Other challenges to U.S. public diplomacy in Africa include a rapidly evolving communications environment (which also presents opportunities), weak partner institutions, difficult travel between the countries in Africa, tough work and living environments, and a number of one-officer posts often staffed by officers with limited PD field experience. The Office of Public Diplomacy and Public Affairs in the Africa Bureau works to provide careful guidance and support to those inexperienced PD officers in the field.

U.S. FOREIGN POLICY GOALS

The National Security Strategy of 2015 notes that "Africa is rising," and says the partnerships we are forging today are built on the "aspirations of Africans." It notes the importance of increasing power production in Africa, of growing trade and commerce with Africa, of investing in Africa's youth, and of forging security partnerships. The four pillars of the Sub-Saharan Africa strategy outlined in the 2012 Presidential Policy Directive are to 1) strengthen democratic institutions; 2) spur economic growth, trade, and investment; 3) advance peace and security; and 4) promote opportunity and development. To do so, the foreign policy focuses on deepening U.S. engagement with Africa's young leaders; seeking to empower marginalized populations and women; addressing the unique needs of fragile and post-conflict states; and working closely with the U.N.

and other multilateral actors to achieve U.S. objectives on the continent.

The Africa Bureau recently completed a three year effort to realign its budget and staffing overseas to better reflect bureau priorities. In 2010, public diplomacy desk officers were re-located into the bureau's regional offices in order to better integrate public diplomacy with policy decisions. This has served to better integrate policy into public diplomacy programming, and bring public diplomacy equities into policy-making.

U.S. PUBLIC DIPLOMACY GOALS

The public diplomacy goals for the region are to support U.S. foreign policy objectives and help create a mutually beneficial U.S.-African partnership. In particular, all strategy papers emphasize the public diplomacy goal of investing in youth. The Public Diplomacy and Public Affairs Office in the Africa Bureau provides policy guidance and program support for public diplomacy programs to strengthen African democratic institutions, promote sustainable economic growth, advance security, improve understanding of the United States, and advocate for U.S. priorities.

There are American and locally engaged public diplomacy staffs at 50 U.S. embassies and consulates in Sub-Saharan Africa. They aim to target youth, women, and entrepreneurs in Africa, and diaspora and Africanist audiences in the United States, in addition to journalists, civil society leaders, and academics. Primary tactics include English-language teaching, educational advising, and cultural programs to engage audiences in face-to-face activities. Much of this is done in the 79 American Spaces (libraries, cultural centers, information resource centers) in the region. Person-to-person contact and exchanges such as the Fulbright and Humphrey programs, the International Visitor Leadership Program, and American Speaker and Cultural Programs, remain the most effective forms of public diplomacy in Africa.

**See Academic Programs: Fulbright Students & Scholars (Angola, Benin, Botswana, Burkina Faso, Cameroon, Chad, Comoros, Congo, Cote d'Ivoire, Democratic Republic of the Congo, Ethiopia, Gabon*, Gambia*, Ghana, Guinea, Kenya, Lesotho, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Seychelles, Sierra Leone, South Africa, Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe * opening in FY 2016); UGRAD Africa (Angola, Ghana, Mauritania, Mozambique, Niger, South Africa, Uganda, Zambia, and Zimbabwe); Fulbright-Fogarty Fellowships in Public Health; Mandela Washington Fellowship for Young African Leaders; American Youth Leadership Program; *See Professional and Cultural Programs:*

From 1948 to 2014, 11,558 Africans were Fulbright students and scholars in the United States, while 5,145 Americans studied in the region. In 2014, 258 African Fulbrighters went to the United States and 190 Americans went to Africa. Via Open Doors Data, the majority of African students who come to the United States are from Nigeria (7,316), followed by Kenya (3,516), Ghana (2,863), South Africa (1,816), Ethiopia (1,463) and Zimbabwe (1,170).

U.S. PUBLIC DIPLOMACY SPENDING

The Public Diplomacy budget for Africa in FY 2014 totaled approximately \$36 million. Of this total, \$4.24 million went to Nigeria and \$3.13 million to South Africa, followed by Kenya (\$1.59 million), Zimbabwe (\$1.49 million), Cote D'Ivoire (\$1.18 million) and the Democratic Republic of the Congo (\$1.01 million). Funding for the stand-alone Public Diplomacy unit, Africa Regional Services Paris, was \$2.78 million in FY 2014. Each of the remaining 42 countries ended FY 2014 with less than \$1 million in Public Diplomacy funds.

Most public diplomacy spending went to support the strategic objectives of democracy, good governance and rule of law, which is consistent with pillar one of the President's strategy, in addition to youth engagement and education, which is consistent with pillar four. The most common program spending categories were to support for mission initiatives, American spaces (not centers), post-generated cultural programs and the undefinable "other" category. There was a consistently low amount of budgeting being given to categories like evaluation, audience research, inform policy making, and align resources with strategic priorities. Those categories accounted for less than a 1 percent of the total budget.

The large mix of program spending by strategy and activity may mean that individual posts were not spending on certain categories or that there was not a consistent definition the categories in the former Mission Activity Tracker (MAT) database.

FY 2014 Public Diplomacy Spending in Africa:

Country Name	Actual Expenditures
Nigeria	\$4,238,219
South Africa	\$3,127,100
Africa Regional Services	\$2,782,986
Kenya	\$1,593,291
Zimbabwe	\$1,485,807
Cote d'Ivoire	\$1,183,040
Democratic Republic of Congo	\$1,005,865
Ethiopia	\$921,465
Mozambique	\$917,061
Senegal	\$906,162
Uganda	\$829,656
Tanzania	\$798,761
Cameroon	\$794,960
Zambia	\$734,025
Niger	\$716,308
Burkina Faso	\$661,880
Angola	\$655,862
Guinea	\$632,527
Sudan	\$629,270
Madagascar	\$628,369
Benin	\$607,578
Rwanda	\$579,597
Liberia	\$575,754
Togo	\$559,213
Ghana	\$549,873
Botswana	\$536,318
Mali	\$531,962
Malawi	\$510,596
Namibia	\$453,446
Chad	\$353,117
Mauritius	\$347,528
Swaziland	\$341,411
Eritrea	\$323,430
Mauritania	\$318,901
Somalia	\$249,889
Sierra Leone	\$243,319
Burundi	\$242,259
Republic of Congo	\$239,646
Gambia, The	\$208,850
Djibouti	\$194,358
Cabo Verde	\$187,597
South Sudan	\$159,760
Gabon	\$158,500
Equatorial Guinea	\$142,154
Central African Republic	\$129,156
Lesotho	\$101,426
Guinea-Bissau	\$59,095

SAMPLE PUBLIC DIPLOMACY PROGRAMS

Young African Leaders Initiative (YALI): YALI aims to support leadership development, promote entrepreneurship, and connect young leaders with one another and the United States. President Obama launched it in 2010 by inviting 120 young Africans to the White House for a dialogue about the future of Africa. In summer 2014, YALI expanded significantly under the Mandela Washington Fellowship, which annually brings 500 young leaders to the United States for an executive leadership exchange at U.S. universities, followed by internships and alumni activities after the participants return home. In FY 2014, the program cost \$12.37 million—\$1 million from the Educational and Cultural Exchange (ECE) budget, and the remainder from Economic Support Funds (ESF) and the Diplomatic and Consular Programs (D&CP) budget. The cost per participant was \$24,740. For FY 2015, \$20 million has been requested to expand the Mandela Washington Fellows program to 1,000 participants.

***Note: More information about the Mandela Washington Fellowship and YALI is available in the ECA Bureau section of the report and the analysis section on the President’s Young Leaders Initiatives.**

Supreme Court Judges Visits: Working with ECA, the Public Diplomacy and Public Affairs Office in the Africa Bureau brought two groups of Supreme Court Justices (one Francophone, one Anglophone) from reformist democracies to the United States to meet their counterparts and learn about the U.S. judicial system, transparency, accountability, and judicial ethics. The Public Diplomacy and Public Affairs Office in the Africa Bureau is working with posts to design and execute follow-up, public-private coalitions to assist the justices to carry out reforms in their own courts. The program aimed to clearly convey that the U.S. strongly supports the rule of law and that senior African jurists merit the same respect we give to presidents, prime ministers and members of parliament.

African Women’s Entrepreneurship Program (AWEP): AWEP is an annual presidential initiative started in summer 2010 to identify and build networks of women entrepreneurs across Sub-Saharan Africa who are poised to transform their communities by owning, running, and operating small and medium businesses, and to drive social and economic progress in their communities and countries. The annual centerpiece of the program is a special IVLP visit for 30 African women entrepreneurs to attend professional development meetings and network with U.S. policy makers, companies and industry associations, non-profit groups, and development organizations.

International Broadcasting in Sub-Saharan Africa

Also See: [Voice of America in Africa](#)

In FY 2014, Voice of America broadcast to Africa in sixteen languages: English, Hausa, Swahili, French, Kirundi, Kinyarwanda, Amharic, Portuguese, Somali, Tigrigna, Afaan Oromo, Shona, Ndebele, Bambara, and Sango. For \$21.478 million in total program costs, VOA delivered domestic, regional, and international news -- including U.S. news and perspectives -- to audiences in restrictive or underdeveloped media environments.

Feature programming focused on health, youth, and women, along with other important topics. Most of the services incorporate public call-in shows to engage listeners and question local political leaders. The services

primarily reach audiences via radio, although television audiences are growing rapidly, and each service has an Internet and social media component. Many of the services are also using a variety of mobile technologies to further their reach in countries where mobile is popular.

The Middle East Broadcast Network's Radio Sawa can also reach parts of sub-Saharan Africa and its Afia Darfur programming can be heard throughout Darfur, eastern Chad and other areas of Sudan. Alhurra also broadcasts in Djibouti, Mauritania, Somalia, Sudan, and South Sudan.

MIDDLE EAST BROADCASTING NETWORKS

Also See: [MBN's Radio Sawa \(Arabic\) in International Broadcasting in Near East Asia](#). Radio Sawa also broadcasts in Sudan, Mauritania and Djibouti.

MBN AFIA DARFUR (ARABIC) FY 2014 \$548,000

Origin: 2008
Delivery Method: Radio (FM)
Radio Original Programming: 3.5 hours/week
Radio Total Broadcast: 10.5 hours/week

As an all-news and information program, "Afia Darfur" focuses on the latest news from Darfur and the plight of its internally displaced people and Darfuri refugees in eastern Chad and the diaspora. The broadcasts

can be heard throughout Darfur, eastern Chad and other areas of Sudan. The daily program includes interviews with American officials, human rights experts, analysts, Sudanese experts, rebel representatives, refugees, IDPs and NGO representatives. "Afia Darfur" also incorporates interviews with internally displaced people living in Darfur, providing them with an opportunity to speak out about the humanitarian crisis. Additionally, the program addresses how the Western press is covering Darfur, as well as examining the rich history and cultural background of Darfur.

VOICE OF AMERICA

VOA ENGLISH TO AFRICA SERVICE FY 204 \$3.521 million (\$5.124 million with program delivery)

Origin: 1942
Delivery Method: Radio (SW, MW, BBG and Affiliate FMs), Television (affiliate, satellite), Website and Mobile Site, Social Media, SMS
Radio Original Programming: 74.5 hours/week
Radio Total Broadcasting: 83.5 hours/week
Television Original Programming: 3.5 hours/week
Television Total Broadcast: 8 hours/week

English programming to Africa reaches audiences in strategic areas of the continent with multimedia programs that target: 1) the educated (those who can speak English and have at least some formal schooling); and 2) the urban or peri-urban (students, government officials, white-collar workers, or aspirational entrepreneurs, and youth). The English to Africa Service broadly seeks to report on critical developments and to engage audiences in discussions about current events in order to improve their understanding of, and participation in, development. The service aims to provide timely and accurate news on world, African and U.S.

events in the morning, evening, and weekends, and also provides in-depth discussion on issues ranging from politics and society, to health, lifestyle, youth issues, and sports. In addition, English to Africa produces pan-African music shows not found on any competing local or international station, featuring a range of music from traditional to contemporary dance hits from all 54 countries. Sample programs include “Africa 54,” a television program that informs viewers about Africa, the United States and the world; “Straight Talk Africa,” a call-in television program that examines topics of special interest to Africans; “Health Chat,” a live call-in program that addresses health issues of interest to Africa; “South Sudan in Focus,” a 30-minute weekday English-language program covering rapidly changing developments in South Sudan and the region; “Up Front,” a program with co-hosts in the United States and Africa that targets teens and young adults to discuss politics, trends, lifestyles, health, entertainment, and other issues touching listeners’ lives.

VOA HORN OF AFRICA (AMHARIC, AFAAN OROMO, TIGRIGNA)

FY 2014 \$2.257 million (\$2.543 million with program delivery)

Origin: Amharic 1982, Tigrigna and Afaan Oromo 1996
Delivery Method: Radio (SW, MW, satellite), Website and Mobile Site, Social Media
Radio Original Programming: 14.5 hours/week*
Radio Total Broadcast: 26.5 hours/week
*Monday-Friday two-hour block of news and current affairs; 30 minutes of Afaan Oromo, an hour of Amharic, 30 minutes of Tigrigna

Amharic programming is aimed at the more than 90 million people who live in Ethiopia and Eritrea, while Afaan Oromo targets an estimated 37 percent of Ethiopians who live in the Oromia region. Tigrigna is heard throughout the Tigray region in northern Ethiopia and in Eritrea. VOA programming reaches 3.6 percent of adults weekly in Ethiopia (BBG cannot do research in Eritrea). In addition to the Horn of Africa, the service can be heard in surrounding east African countries and in the Middle East. The coverage focuses mainly on political reporting. The service also reports weekly on public health, business, agriculture, the environment, and challenges to traditional culture. Longer features on Saturday and Sunday highlight youth issues, modern music, and extended interviews on crucial social and political issues for a wider and younger audience. VOA and Deutsche Welle are the only outside radio voices in Amharic, and VOA alone broadcasts in Afaan Oromo and Tigrigna, Ethiopia’s two other most important languages. Sample programs include: “Call-In Show,” a bi-weekly, 20-minute program featuring newsmakers; “Democracy in Action,” a weekly feature that targets law-making, judicial and security issues; “Crossfire,” a

two-sided debate on Ethiopia’s controversial and crucial matters; and “Cultural Mosaic,” a program that features writers, artists, musicians and actors working in Ethiopia and in diaspora.

VOA FRENCH TO AFRICA (FRENCH, SONGHAI, SANGO) **FY 2014 \$2.504 million (\$3.572 million with program delivery)**

Origin: 1960
Delivery Method: Radio (SW, MW, IBB FMs, Affiliate FMs), Television (Affiliate), Website and Mobile Site, Social Media
Radio Original Programming: 168 hours/week
Radio Total Broadcasting: 168 hours/week
Television Original Programming: 0.5 hours/week
Total Television Broadcast: 1 hour/week

The service targets audiences in the 24 Francophone African countries, particularly those in West and Central Africa. Despite the exponential increase in the number of local media outlets in Africa, VOA French aims to deliver independent interviews, debates, and in-depth reporting that is otherwise missing from the local news landscape. French to Africa also provides information on the United States and the American experience. A number of affiliates partner actively with VOA French to Africa to share stories. The service seeks to reach 18-27 year olds through better-targeted music, talk, and magazine programs that address issues of importance to their generation. Each of the service’s magazine programs— on topics including gender, health, social issues, business/economics, and religion—is placing increasing focus on those topics as they relate to the concerns of youth. The service also produces short news updates in Songhai for Mali and Sango for the Central African Republic. Sample programs include “Le Monde Aujourd’hui—Edition pour l’Afrique de l’Ouest,” a 30-minute news magazine targeting West Africa; “Washington Forum,” an interactive TV-radio debate on the latest news with experts and journalists; “L’Amérique et Vous,” an interactive radio program with experts and reporters who discuss American issues and U.S. foreign policy; and “Le Dialogue des Religions,” an interactive radio program with theologians and religious leaders to discuss religious issues. VOA’s new weekly television show *Vous et Nous* is a fast-paced, 30-minute program featuring young Africans and young Americans working to make a difference from education and pop-culture to health and technology, music and fashion. It spotlights entrepreneurs and trendsetters for broadcast affiliates in Ivory Coast, Chad, the Democratic Republic of Congo, Gabon and Senegal in an interactive partnership designed to present the best of African television by sharing content across networks.

VOA BAMBARA SERVICE (MALI)

FY 2014 \$83,000 (\$150,000 with program delivery)

Origin: 2013

Delivery Method: Radio (FM)

Radio Original Programming: 3.5 hours/week

Radio Total Broadcast: 3.5 hours/week

In 2013, in response to the takeover of northern Mali by extremists, the BBG began to offer a five-day-a-week, 30-minute broadcast in Bambara (spoken by 80 percent of Malians) with an offering of news and information intended to counter the extremist narrative.

VOA HAUSA SERVICE

FY 2014 \$2.214 million (\$2.505 million with program delivery)

Origin: 1979

Delivery Method: Radio (SW, MW, Affiliate FMs), Television, Website and Mobile Site, Social Media

Radio Original Programming: 16 hours/week

Radio Total Broadcast: 16 hours/week

Targeting Nigeria, Niger, and Ghana—with smaller audiences in Chad, Cameroon, Libya, Côte d'Ivoire and Benin Republic—VOA Hausa's measured weekly reach is approximately 12 million people, with a focus on youth. Radio is the primary platform, delivering content via shortwave, medium wave, and FM affiliate stations. A mobile site complements regular programming with mobile-only content and features and receives more than 633,000 visits per week. The service organizes roundtable discussions and events throughout Nigeria, where mobile users can join the discussion. The Hausa service also reaches its audience by sponsoring town hall meetings that facilitate public discussions between experts, opinion leaders, and listeners on issues such as education and health. Feature topics include health, education, agriculture, business entrepreneurship, women's issues, Americana, tourism, politics, youth issues, music, sports, religion, and peace resolutions. Sample programs include "Shirin Safe," a 30-minute weekly program covering politics, democracy, corruption, business, family, and health, music and entertainment; "Shirin Hantsi," a 30-minute daily morning news program looking at the role of women in Africa, educational development on the continent, and health-related segments; "Shirin Rana," a 30-minute show carrying regional and international developments along with feature programs; and "Shirin Dare," a 30-minute interactive program on violent extremism and terrorism in West Africa. The Hausa language 15-minute weekly television show, "Taskar VOA," presents news and lifestyle features for affiliates in Nigeria and Niger, including profiles of some of the girls who escaped the Boko Haram abduction at the Chibok Secondary School.

VOA SOMALI SERVICE

FY 2014 \$1.584 million (\$1.720 million with program delivery)

Origin: 2007

Delivery Method: Radio (SW, MW, BBG and affiliate FMs), Website and Mobile Site, Social Media, SMS

Radio Original Programming: 18.5 hours/week

Radio Total Broadcast: 24.5 hours/week

VOA's Somali service aims to provide news on a wide range of Somali affairs, including political and social issues, health topics, development, music, and culture. Panel discussions, debates, interviews with newsmakers, and call-ins encourage Somalis—both leaders and the general public—to express their opinions on topics of interest. Major breaking news stories are placed on the service's mobile site for Somalis to access throughout the day on their wireless devices. The service also delivers news via SMS to mobiles. A 2012 nationwide survey by Gallup measured the weekly reach to be 50.4 percent of the Somali public.

VOA PORTUGUESE TO AFRICA SERVICE

FY 2014 \$1.051 million (\$1.169 million with program delivery)

Origin: 1976

Delivery Method: Radio (SW, MW, FM affiliates), Website and mobile site, Social Media

Radio Original Programming: 10 hours/week

Radio Total Broadcast: 10 hours/week

The VOA Portuguese to Africa service broadcasts to Lusophone Africa, with a particular focus on Angola and Mozambique. The program line-up includes news, discussions, interviews and a wide variety of features, including music and art features. The service also produces a weekend program on HIV/AIDS, primarily targeting youth in Mozambique. The service has several affiliate stations in Mozambique, Cape Verde, and Guinea Bissau, and also broadcasts on shortwave and medium wave. The Portuguese broadcasts can be listened to live or on demand. VOA Portuguese's measured weekly reach in Angola is 3.2 percent. Sample programs include "Angola Window," which covers the daily lives of Angolans, current political issues, and social and cultural themes; and "Angola, Fala Só," a live call-in show.

VOA SWAHILI SERVICE

FY 2014 \$1.319 million (\$1.468 million with program delivery)

Origin: 1962

Delivery Method: Radio (IBB FM and FM affiliates), Website and Mobile Sites, Social Media

Radio Original Programming: 6 hours/week

Radio Total Broadcast: 8.5 hours/week

Voice of America Swahili has a measured weekly reach of approximately 6 million people in Tanzania, Kenya, Uganda, Burundi, Rwanda, and the Democratic Republic of Congo. The service broadcasts news and features, complemented by stringer reports from the target area on important international, regional, and U.S. stories. Sample programs include “America Today,” which examines major social, cultural, and political issues in the United States; “Women’s World,” which provides reports and interviews on various issues that affect women’s development; “Ask the Doctor,” which delivers in-depth analysis of health and science issues, and discussions of major health afflictions troubling Africa; and “Live Talk,” a call-in program that allows listeners to participate in discussions with experts and newsmakers on different subjects. Also, VOA Swahili television correspondents serve as Washington reporters for affiliates in Tanzania. The VOA Swahili “Red Carpet” entertainment show includes original television interviews with Swahili performers in the United States and is regularly linked in the popular Tanzania blog Bongo5.com.

VOA CENTRAL AFRICA SERVICE (KINYARWANDA, KIRUNDI)

FY 2014 \$1.622 million (\$1.697 million with program delivery)

Origin: 1996

Delivery Method: Radio (IBB SW, FM affiliates), Website and Mobile Site, Social Media

Radio Original Programming: 7 hours/week [Does not include expanded content due to ongoing political crisis]

Radio Total Broadcasting: 7 hours/week

VOA’s Central Africa Service broadcasts radio programs in Kirundi and Kinyarwanda to Africa’s Great Lakes region. It consists of Washington-based broadcasters and journalists in Burundi and Rwanda. Over the years, the Central Africa Service has covered Rwanda’s post-genocide recovery, conflict in the Democratic Republic of Congo, and Burundi’s civil war, as well as the country’s current transition to multi-ethnic democracy. Kirundi and Kinyarwanda language broadcasters also host health, entertainment, and youth segments. Sample programs include “Great Lakes Magazine,” which reports on the everyday lives of Burundians; “Great Lakes Q & A,” a rundown of major issues in the Great Lakes region of Africa; “Africa in the U.S. Media,” which reviews past week’s coverage of African affairs in the U.S. print media; “Heza,” which features debates and news stories of interest to Rwandan youth; and “Kira,” a program that looks at HIV/AIDS and other major health issues in

Burundi from young people’s’ perspectives. Kirundi is the only language spoken by one-third of Burundians. And VOA is the only international broadcaster with a Kirundi-language FM stream in Bujumbura following the closure of all private radio. Responding to the political crisis, VOA increased hourly newscasts, expanded call-in programs, and boosted coverage of refugee movements across the borders with Rwanda and with Tanzania. An example of impact is that when a VOA reporter was stopped at a police road block and spoke to the Burundian police officer, the latter was holding his weapon in one hand and a radio in the other, tuned to the 4 pm Central Africa Service live call-in show.

VOA ZIMBABWE SERVICE (NDEBELE, SHONA, ENGLISH)

FY 2014 \$1.275 million (\$1.530 million with program delivery)

Origin: 2003

Delivery Method: Radio (SW, MW, Satellite audio, Internet), Website and Mobile Site, Social Media

Radio Original Programming: 12 hours/week

Radio Total Broadcasting: 12 hours/week

The VOA Zimbabwe Service provides target audiences in Zimbabwe with a reliable source of news and information in a repressive media environment dominated by a state broadcaster controlled by the ruling ZANU-PF party of President Robert Mugabe. Studio7 has a measured 9.2 percent national reach in Zimbabwe, and is the most popular international broadcaster in the country. The service has a multi-language format, with 30-minute shows in Shona, English and Ndebele, respectively, Monday through Friday. Studio7 programs provide in-depth information on significant national and regional issues like human rights, impediments to a full-fledged democracy, and the role of regional powers in helping Zimbabwe achieve political reconciliation. These are subjects rarely discussed on or by Zimbabwe’s state-controlled media. Following the last language broadcast of the day, the service presents a one-hour live call-in and web viewing program, in which listeners and guests discuss the regional topic of the day in a mixed, three-language format. On weekends, VOA broadcasts a 20-minute show with no call-in segment, in each language.

COUNTRY PROFILES

AFRICA REGION COUNTRY BY COUNTRY PROFILES

Africa Regional Services

DEMOGRAPHICS

Geographic area (sq. km.):
 Population:
 Below 24 yrs. old:
 Refugee population:
 Urban population:
 GDP/capita:
 Unemployment:
 Below poverty line:

COMMUNICATIONS AND LITERACY

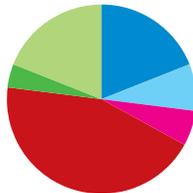
FH Media Freedom:
 Internet users/100 people:
 Mobile phones/100 people:
 Literacy:
 Avg. years of education:



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,025,172 FY14 ACTUAL: \$2,782,986 FY15 PLANNED: \$2,381,100

Total PD Spending by Theme



Top Spending by Activity

Books & Publications	\$653,644
Support for Mission Initiatives	\$177,702
Speaker Programs (Post Generated)	\$90,017
Cultural Programs (Post Generated)	\$83,730
Inform Policy Making	\$3,274

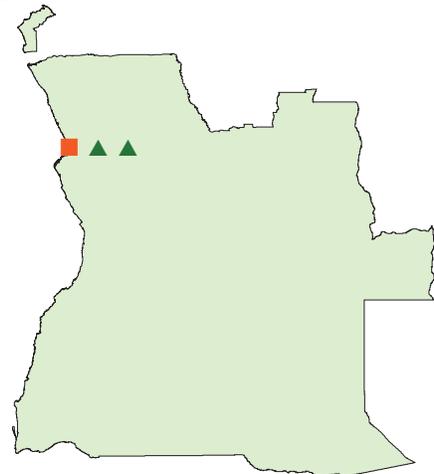
Angola

DEMOGRAPHICS

Geographic area (sq. km.): 1246700
 Population: 22137261
 Below 24 yrs. old: 63.70%
 Refugee population: 23783
 Urban population: 43%
 GDP/capita: \$5,936
 Unemployment: 7%
 Below poverty line: 41% (2006)

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: 19.1
 Mobile phones/100 people: 62
 Literacy: (2012) 71% (F: 59%, M: 82%)
 Avg. years of education: 11 (F: 9, M: 14)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$608,480 FY14 ACTUAL: \$655,862* FY15 PLANNED: \$699,200

*Data provided by AF Bureau

Total PD Spending by Theme

Top Spending by Activity



Benin

DEMOGRAPHICS

Geographic area (sq. km.): 112760
 Population: 10599510
 Below 24 yrs. old: 63.90%
 Refugee population: 194
 Urban population: 44%
 GDP/capita: \$825
 Unemployment: 1%
 Below poverty line: 37% (2007)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 4.9
 Mobile phones/100 people: 93
 Literacy: (2006) 29% (F: 18%, M: 41%)
 Avg. years of education: 11 (F: 9, M: 13)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$539,620 FY14 ACTUAL: \$607,578 FY15 PLANNED: \$419,900

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$140,376
American Centers	\$59,691
Media/Press Activities	\$58,376
Support for English Language	\$44,371
Teaching/Learning	
Cultural Programs (Post Generated)	\$44,238

Botswana

DEMOGRAPHICS

Geographic area (sq. km.): 566730
 Population: 2038587
 Below 24 yrs. old: 54.50%
 Refugee population: 2773
 Urban population: 57%
 GDP/capita: \$7,757
 Unemployment: 18%
 Below poverty line: 30% (2003)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 15
 Mobile phones/100 people: 161
 Literacy: (2012) 87% (F: 87%, M: 86%)
 Avg. years of education: 12 (F: 12, M: 12)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$368,977 FY14 ACTUAL: \$536,318* FY15 PLANNED: \$473,800

*Data provided by AF Bureau

Total PD Spending by Theme

Top Spending by Activity

Piechart Key: PD Spending by Theme

■ Culture	■ Education	■ Economics	■ Science	■ Military	■ CVE
■ Democracy	■ Civil Society	■ Women	■ Youth	■ Religious	■ Other

Map Key

■ Embassy	● Consulate
▲ American Space	

Burkina Faso

DEMOGRAPHICS

Geographic area (sq. km.): 273600
 Population: 17419615
 Below 24 yrs. old: 65.50%
 Refugee population: 29234
 Urban population: 29%
 GDP/capita: \$720
 Unemployment: 3%
 Below poverty line: 47% (2009)

COMMUNICATIONS AND LITERACY

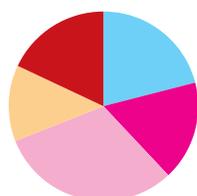
FH Media Freedom: **Partly Free**
 Internet users/100 people: 4.4
 Mobile phones/100 people: 66
 Literacy: (2007) 29% (F: 22%, M: 37%)
 Avg. years of education: 8 (F: 7, M: 8)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$777,039 FY14 ACTUAL: \$661,880 FY15 PLANNED: \$682,600

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives \$156,443
 Cultural Programs (Post Generated) \$130,461
 Alumni Outreach \$114,382
 Educational Initiatives (not including English Language programs) \$42,524
 Supplementing ECA Programs \$40,115

Burundi

DEMOGRAPHICS

Geographic area (sq. km.): 25680
 Population: 10482752
 Below 24 yrs. old: 65.00%
 Refugee population: 45490
 Urban population: 12%
 GDP/capita: \$295
 Unemployment: 7%
 Below poverty line: 68% (2002)

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: 1.3
 Mobile phones/100 people: 25
 Literacy: (2008) 87% (F: 85%, M: 89%)
 Avg. years of education: 10 (F: 10, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$339,100 FY14 ACTUAL: \$242,259 FY15 PLANNED: \$206,000

Total PD Spending by Theme

Top Spending by Activity

American Spaces (not centers) \$85,656
 Support for English Language Teaching/Learning \$44,756
 Other \$24,872
 Media/Press Activities \$23,595
 Support for Information Resource Centers \$19,416

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

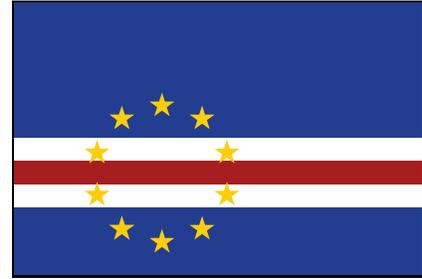
Cabo Verde

DEMOGRAPHICS

Geographic area (sq. km.): 4030
 Population: 503637
 Below 24 yrs. old: 30.60%
 Refugee population:
 Urban population: 65%
 GDP/capita: \$3,715
 Unemployment: 7%
 Below poverty line: 30% (2000)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 37.5
 Mobile phones/100 people: 100
 Literacy: (2012) 85% (F: 80%, M:90%)
 Avg. years of education: 13 (F: 14, M: 13)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$161,734 FY14 ACTUAL: \$187,597 FY15 PLANNED: \$159,600

Total PD Spending by Theme

Top Spending by Activity

Other	\$152,454
Digital Outreach	\$20,930
Alumni Outreach	\$4,373
Supplementing Bureau of Public Affairs Programs	\$4,373
American Spaces (not centers)	\$2,733

Cameroon

DEMOGRAPHICS

Geographic area (sq. km.): 472710
 Population: 22818632
 Below 24 yrs. old: 62.50%
 Refugee population: 114753
 Urban population: 54%
 GDP/capita: \$1,426
 Unemployment: 4%
 Below poverty line: 48% (2000)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 6.4
 Mobile phones/100 people: 70
 Literacy: (2010) 71% (F: 65%, M:78%)
 Avg. years of education: 10 (F: 10, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$833,807 FY14 ACTUAL: \$794,960* FY15 PLANNED: \$749,600

*Data provided by AF Bureau

Total PD Spending by Theme

Top Spending by Activity

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

Central African Republic

DEMOGRAPHICS

Geographic area (sq. km.): **622980**
 Population: **4709203**
 Below 24 yrs. old: **60.70%**
 Refugee population: **14322**
 Urban population: **40%**
 GDP/capita: **\$379**
 Unemployment: **8%**
 Below poverty line:

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **3.5**
 Mobile phones/100 people: **29**
 Literacy: (2010) **37% (F: 24%, M:51%)**
 Avg. years of education: **7 (F: 6, M: 9)**



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$128,000** FY14 ACTUAL: **\$129,156** FY15 PLANNED: **\$159,700**

Total PD Spending by Theme

Top Spending by Activity

Other	\$40,756
Digital Outreach	\$27,746
Support for Mission Initiatives	\$26,677
Media/Press Activities	\$10,210
Speaker Programs (Post Generated)	\$8,759

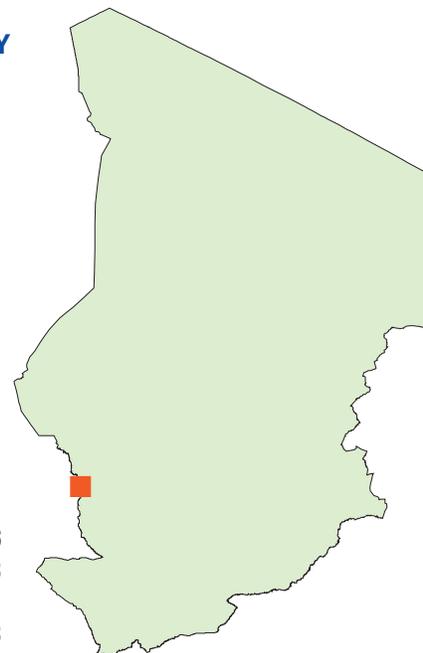
Chad

DEMOGRAPHICS

Geographic area (sq. km.): **1259200**
 Population: **13211146**
 Below 24 yrs. old: **65.30%**
 Refugee population: **434479**
 Urban population: **22%**
 GDP/capita: **\$1,054**
 Unemployment: **7%**
 Below poverty line: **47% (2011)**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **2.3**
 Mobile phones/100 people: **36**
 Literacy: (2012) **37% (F: 28%, M:47%)**
 Avg. years of education: **7 (F: 6, M: 9)**



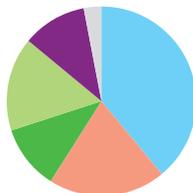
PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$372,568** FY14 ACTUAL: **\$353,117** FY15 PLANNED: **\$402,300**

Total PD Spending by Theme

Top Spending by Activity

Support for Mission Initiatives	\$134,826
Educational Initiatives (not including English Language programs)	\$54,003
Cultural Programs (Post Generated)	\$37,253
Other	\$32,150
Speaker Programs (Post Generated)	\$25,861



Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

Republic of the Congo

DEMOGRAPHICS

Geographic area (sq. km.): 2267050
 Population: 69360118
 Below 24 yrs. old: 58.80%
 Refugee population: 51037
 Urban population: 42%
 GDP/capita: \$475
 Unemployment: 8%
 Below poverty line: 47% (2011)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 2.2
 Mobile phones/100 people: 42
 Literacy: (2007) 61% (F: 46%, M:77%)
 Avg. years of education: 10 (F: 8, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$178,457 FY14 ACTUAL: \$239,646 FY15 PLANNED: \$222,900

Total PD Spending by Theme

Top Spending by Activity

Cultural Programs (Post Generated)	\$65,563
Media/Press Activities	\$38,123
Other	\$27,512
Support for Foreign Assistance Programs	\$19,582
American Spaces (not centers)	\$13,233

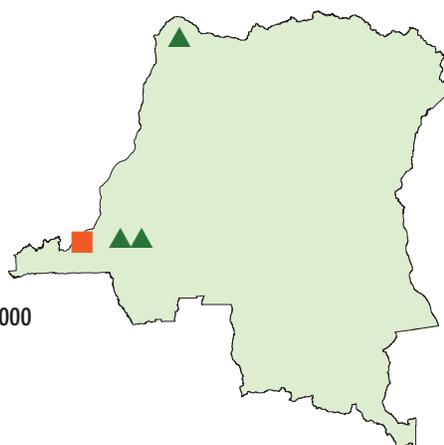
Democratic Republic of the Congo

DEMOGRAPHICS

Geographic area (sq. km.): 341500
 Population: 4558594
 Below 24 yrs. old: 64.50%
 Refugee population: 113362
 Urban population: 65%
 GDP/capita: \$3,101
 Unemployment: 7%
 Below poverty line: 63% (2012)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 6.6
 Mobile phones/100 people: 105
 Literacy: (2011) 79% (F: 73%, M:86%)
 Avg. years of education: 11 (F: 11, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,031,283 FY14 ACTUAL: \$1,005,865* FY15 PLANNED: \$1,100,000

*Data provided by AF Bureau.

Total PD Spending by Theme

Top Spending by Activity

Piechart Key: PD Spending by Theme

■ Culture	■ Education	■ Economics	■ Science	■ Military	■ CVE
■ Democracy	■ Civil Society	■ Women	■ Youth	■ Religious	■ Other

Map Key

■ Embassy	● Consulate
▲ American Space	

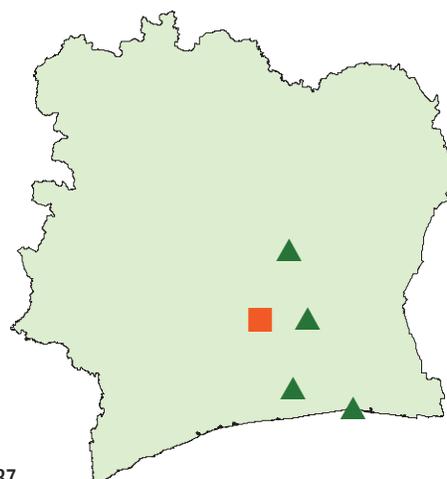
Cote d'Ivoire

DEMOGRAPHICS

Geographic area (sq. km.): 318000
 Population: 20804774
 Below 24 yrs. old: 59.40%
 Refugee population: 2980
 Urban population: 53%
 GDP/capita: \$1,646
 Unemployment: 4%
 Below poverty line: 42% (2006)

COMMUNICATIONS AND LITERACY

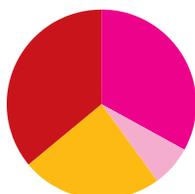
FH Media Freedom: Partly Free
 Internet users/100 people: 2.6
 Mobile phones/100 people: 95
 Literacy: (2012) 41% (F: 30%, M: 52%)
 Avg. years of education: (F: , M:)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,008,744 FY14 ACTUAL: \$1,183,040 FY15 PLANNED: \$801,600

Total PD Spending by Theme



Top Spending by Activity

American Centers	\$220,187
Support for Mission Initiatives	\$190,751
American Spaces (not centers)	\$175,608
Support for Information Resource Centers	\$160,383
Media/Press Activities	\$139,706

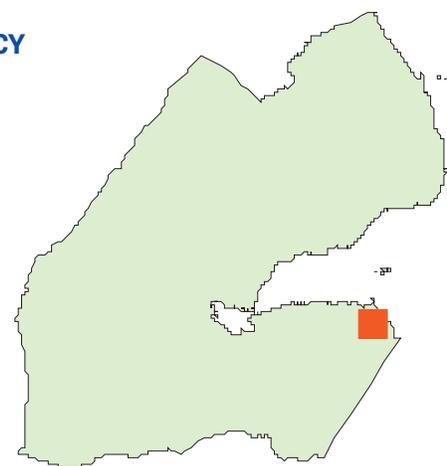
Djibouti

DEMOGRAPHICS

Geographic area (sq. km.): 23180
 Population: 886313
 Below 24 yrs. old: 54.90%
 Refugee population: 20015
 Urban population: 77%
 GDP/capita: \$1,784
 Unemployment:
 Below poverty line: 19% (2012)

COMMUNICATIONS AND LITERACY

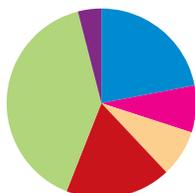
FH Media Freedom: Not Free
 Internet users/100 people: 9.5
 Mobile phones/100 people: 28
 Literacy: (No Data) (F: , M:)
 Avg. years of education: 6 (F: 6, M: 7)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$200,458 FY14 ACTUAL: \$194,358 FY15 PLANNED: \$200,000

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities	\$54,030
Digital Outreach	\$26,478
Other	\$26,331
Support for Mission Initiatives	\$16,887
Supplementing ECA Programs	\$16,092

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

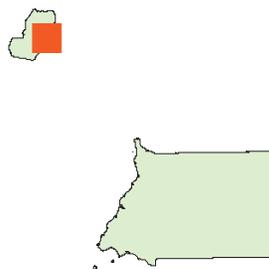
Equatorial Guinea

DEMOGRAPHICS

Geographic area (sq. km.): 28050
 Population: 778061
 Below 24 yrs. old: 60.30%
 Refugee population:
 Urban population: 40%
 GDP/capita: \$18,389
 Unemployment: 8%
 Below poverty line:

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 16.4
 Mobile phones/100 people: 67
 Literacy: (2012) 95% (F: 92%, M: 97%)
 Avg. years of education: 9 (F: 7, M: 10)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$204,200 FY14 ACTUAL: \$142,154* FY15 PLANNED: \$116,600

*Data provided by AF Bureau

Total PD Spending by Theme

Top Spending by Activity

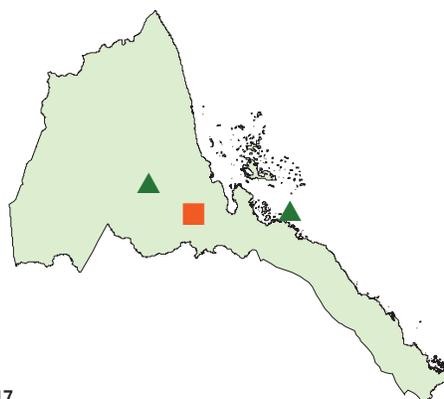
Eritrea

DEMOGRAPHICS

Geographic area (sq. km.): 101000
 Population: 6536176
 Below 24 yrs. old: 61.00%
 Refugee population: 3166
 Urban population: 22%
 GDP/capita: \$590
 Unemployment: 7%
 Below poverty line: 50% (2004)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 0.9
 Mobile phones/100 people: 6
 Literacy: (2012) 70% (F: 61%, M: 80%)
 Avg. years of education: 4 (F: 4, M: 5)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$277,462 FY14 ACTUAL: \$323,430 FY15 PLANNED: \$292,900

Total PD Spending by Theme

Top Spending by Activity

Other \$154,047
 American Spaces (not centers) \$91,897
 Cultural Programs (Post Generated) \$28,321
 Books & Publications \$14,954
 Educational Initiatives (not including English Language programs) \$10,895

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

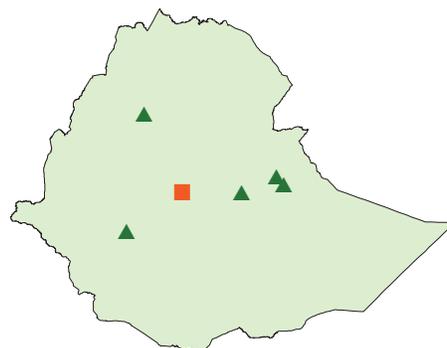
Ethiopia

DEMOGRAPHICS

Geographic area (sq. km.): 1000000
 Population: 96506031
 Below 24 yrs. old: 64.10%
 Refugee population: 433936
 Urban population: 19%
 GDP/capita: \$568
 Unemployment: 6%
 Below poverty line: 39% (2012)

COMMUNICATIONS AND LITERACY

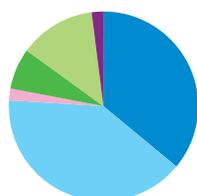
FH Media Freedom: Not Free
 Internet users/100 people: 1.9
 Mobile phones/100 people: 27
 Literacy: (2007) 39% (F: 29%, M: 49%)
 Avg. years of education: 7 (F: 6, M: 8)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$926,939 FY14 ACTUAL: \$921,465 FY15 PLANNED: \$828,800

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$229,106
Support for Mission Initiatives	\$197,149
Educational Initiatives (not including English Language programs)	\$111,549
Other	\$96,267
Media/Press Activities	\$35,486

Gabon

DEMOGRAPHICS

Geographic area (sq. km.): 257670
 Population: 1711294
 Below 24 yrs. old: 62.40%
 Refugee population: 1594
 Urban population: 87%
 GDP/capita: \$10,067
 Unemployment: 20%
 Below poverty line:

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 9.2
 Mobile phones/100 people: 215
 Literacy: (2012) 82% (F: 80%, M: 85%)
 Avg. years of education: (F: , M:)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$184,688 FY14 ACTUAL: \$158,500 FY15 PLANNED: \$197,100

Total PD Spending by Theme

Top Spending by Activity

Support for Mission Initiatives	\$69,650
Media/Press Activities	\$18,594
Other	\$13,318
Cultural Programs (Post Generated)	\$13,243
Supplementing ECA Programs	\$7,728

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other
■ Economics ■ Military ■ CVE

Map Key

■ Embassy ● Consulate
▲ American Space

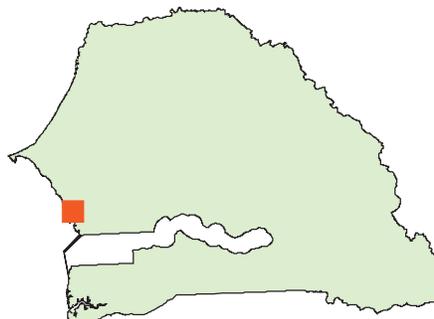
Gambia, The

DEMOGRAPHICS

Geographic area (sq. km.): 10120
 Population: 1908954
 Below 24 yrs. old: 59.70%
 Refugee population: 9563
 Urban population: 59%
 GDP/capita: \$423
 Unemployment: 7%
 Below poverty line: 48% (2010)

COMMUNICATIONS AND LITERACY

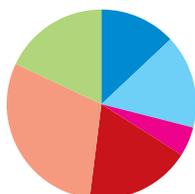
FH Media Freedom: Not Free
 Internet users/100 people: 14
 Mobile phones/100 people: 100
 Literacy: (2012) 52% (F: 43%, M:61%)
 Avg. years of education: 9 (F: , M:)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$136,200 FY14 ACTUAL: \$208,850 FY15 PLANNED: \$118,900

Total PD Spending by Theme



Top Spending by Activity

Other \$176,877
 Cultural Programs (Post Generated) \$10,512
 Educational Initiatives (not including English Language programs) \$5,175
 Support for Mission Initiatives \$4,683
 American Centers \$3,308

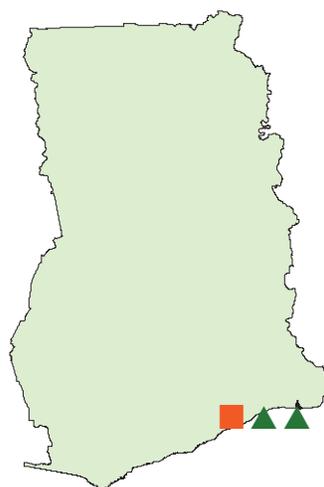
Ghana

DEMOGRAPHICS

Geographic area (sq. km.): 227540
 Population: 26442178
 Below 24 yrs. old: 57.30%
 Refugee population: 18681
 Urban population: 53%
 GDP/capita: \$1,462
 Unemployment: 5%
 Below poverty line: 24% (2013)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 12.3
 Mobile phones/100 people: 108
 Literacy: (2010) 71% (F: 65%, M:78%)
 Avg. years of education: 12 (F: 11, M: 12)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$736,702 FY14 ACTUAL: \$549,873* FY15 PLANNED: \$1,031,400

*Data provided by AF Bureau

Total PD Spending by Theme

Top Spending by Activity

Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE
 Democracy Civil Society Women Youth Religious Other

Map Key

Embassy Consulate
 American Space

Guinea

DEMOGRAPHICS

Geographic area (sq. km.): 245720
 Population: 12043898
 Below 24 yrs. old: 61.50%
 Refugee population: 8560
 Urban population: 37%
 GDP/capita: \$550
 Unemployment: 2%
 Below poverty line: 47% (2006)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 1.6
 Mobile phones/100 people: 63
 Literacy: (2010) 25% (F: 12%, M:37%)
 Avg. years of education: 9 (F: 7, M: 10)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$383,700 FY14 ACTUAL: \$632,527* FY15 PLANNED: \$433,300

*Data provided by AF Bureau

Total PD Spending by Theme

Top Spending by Activity

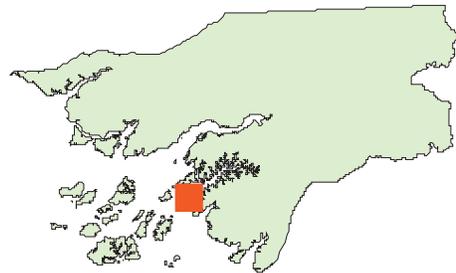
Guinea-Bissau

DEMOGRAPHICS

Geographic area (sq. km.): 28120
 Population: 1745798
 Below 24 yrs. old: 60.00%
 Refugee population: 8535
 Urban population: 49%
 GDP/capita: \$586
 Unemployment: 7%
 Below poverty line:

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 3.1
 Mobile phones/100 people: 74
 Literacy: (2012) 57% (F: 44%, M:70%)
 Avg. years of education: 9 (F: , M:)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$62,400 FY14 ACTUAL: \$59,095 FY15 PLANNED: \$61,000

Total PD Spending by Theme

Top Spending by Activity

Media/Press Activities	\$30,445
Support for Mission Initiatives	\$9,811
American Spaces (not centers)	\$8,108
Cultural Programs (Post Generated)	\$5,998
Support for Information Resource Centers	\$3,198

Piechart Key: PD Spending by Theme

■ Culture	■ Education	■ Economics	■ Science	■ Military	■ CVE
■ Democracy	■ Civil Society	■ Women	■ Youth	■ Religious	■ Other

Map Key

■ Embassy	● Consulate
▲ American Space	

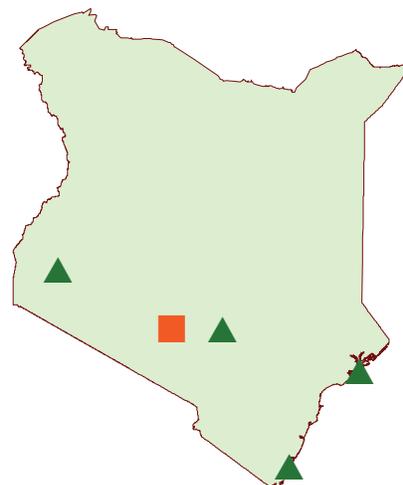
Kenya

DEMOGRAPHICS

Geographic area (sq. km.):
 Population:
 Below 24 yrs. old: **60.80%**
 Refugee population: **534938**
 Urban population:
 GDP/capita:
 Unemployment:
 Below poverty line: **43%** (2012)

COMMUNICATIONS AND LITERACY

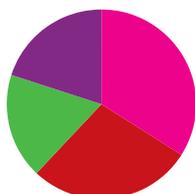
FH Media Freedom: **Partly Free**
 Internet users/100 people:
 Mobile phones/100 people:
 Literacy: (F., M.):
 Avg. years of education: (F., M.):



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$1,818,113** FY14 ACTUAL: **\$1,593,291** FY15 PLANNED: **\$1,454,200**

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$488,164
Media/Press Activities	\$260,829
American Spaces (not centers)	\$236,812
American Centers	\$111,054
Supplementing ECA Programs	\$94,438

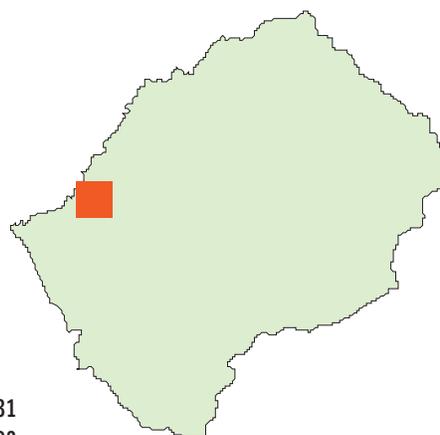
Lesotho

DEMOGRAPHICS

Geographic area (sq. km.): **30360**
 Population: **2097511**
 Below 24 yrs. old: **52.80%**
 Refugee population: **30**
 Urban population: **27%**
 GDP/capita: **\$995**
 Unemployment: **25%**
 Below poverty line: **49%** (1999)

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **5**
 Mobile phones/100 people: **86**
 Literacy: (2009) **76%** (F: 85%, M: 66%)
 Avg. years of education: **11** (F: 12, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$130,318** FY14 ACTUAL: **\$101,426** FY15 PLANNED: **\$110,300**

Total PD Spending by Theme

Top Spending by Activity

Other	\$42,931
Support for Mission Initiatives	\$16,592
Supplementing ECA Programs	\$15,423
Supplementing Bureau of Public Affairs Programs	\$9,229
Educational Initiatives (not including English Language programs)	\$5,145

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

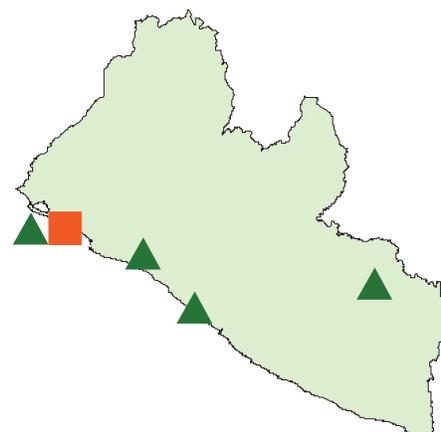
Liberia

DEMOGRAPHICS

Geographic area (sq. km.): **96320**
 Population: **4396873**
 Below 24 yrs. old: **61.10%**
 Refugee population: **53253**
 Urban population: **49%**
 GDP/capita: **\$461**
 Unemployment: **4%**
 Below poverty line: **64%** (2007)

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: **4.6**
 Mobile phones/100 people: **59**
 Literacy: (2007) **43%** (F: 27%, M: 61%)
 Avg. years of education: **11** (F: 9, M: 12)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$448,968** FY14 ACTUAL: **\$575,754** FY15 PLANNED: **\$391,500**

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$163,722
American Spaces (not centers)	\$109,080
Media/Press Activities	\$54,496
Support for Information Resource Centers	\$52,404
Other	\$36,776

Madagascar

DEMOGRAPHICS

Geographic area (sq. km.): **581795**
 Population: **23571962**
 Below 24 yrs. old: **61.30%**
 Refugee population: **12**
 Urban population: **34%**
 GDP/capita: **\$449**
 Unemployment: **4%**
 Below poverty line: **50%** (2004)

COMMUNICATIONS AND LITERACY

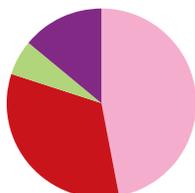
FH Media Freedom: **Not Free**
 Internet users/100 people: **2.2**
 Mobile phones/100 people: **37**
 Literacy: (2009) **64%** (F: 62%, M: 67%)
 Avg. years of education: **10** (F: 10, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$553,142** FY14 ACTUAL: **\$628,369** FY15 PLANNED: **\$464,700**

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$192,839
American Spaces (not centers)	\$93,507
Media/Press Activities	\$93,255
American Centers	\$70,797
Cultural Programs (Post Generated)	\$39,775

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

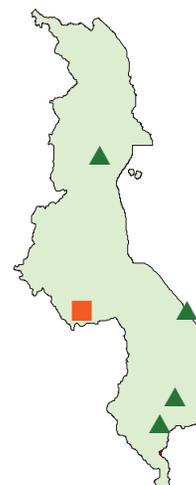
Malawi

DEMOGRAPHICS

Geographic area (sq. km.): 94280
 Population: 16829144
 Below 24 yrs. old: 67.10%
 Refugee population: 5796
 Urban population: 16%
 GDP/capita: \$253
 Unemployment: 8%
 Below poverty line: 53% (2004)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 5.4
 Mobile phones/100 people: 32
 Literacy: (2010) 61% (F: 51%, M: 72%)
 Avg. years of education: 11 (F: 11, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$490,272 FY14 ACTUAL: \$510,596 FY15 PLANNED: \$366,800

Total PD Spending by Theme

Top Spending by Activity

Other	\$262,210
Educational Initiatives (not including English Language programs)	\$73,135
American Centers	\$42,435
Cultural Programs (Post Generated)	\$30,138
Support for Mission Initiatives	\$24,603

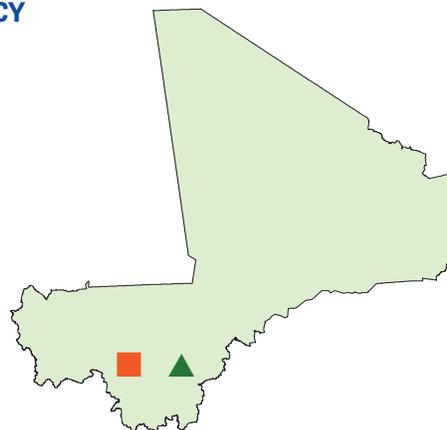
Mali

DEMOGRAPHICS

Geographic area (sq. km.): 1220190
 Population: 15768227
 Below 24 yrs. old: 66.60%
 Refugee population: 14316
 Urban population: 39%
 GDP/capita: \$766
 Unemployment: 8%
 Below poverty line: 36% (2005)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 2.3
 Mobile phones/100 people: 129
 Literacy: (2011) 34% (F: 25%, M: 43%)
 Avg. years of education: 9 (F: 8, M: 10)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$647,601 FY14 ACTUAL: \$531,962 FY15 PLANNED: \$515,600

Total PD Spending by Theme

Top Spending by Activity

Cultural Programs (Post Generated)	\$170,212
Support for Information Resource Centers	\$92,230
Media/Press Activities	\$76,882
Other	\$36,037
Books & Publications	\$28,586

Piechart Key: PD Spending by Theme

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Map Key

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Mauritania

DEMOGRAPHICS

Geographic area (sq. km.): 1030700
 Population: 3984457
 Below 24 yrs. old: 59.50%
 Refugee population: 92767
 Urban population: 59%
 GDP/capita: \$1,270
 Unemployment: 31%
 Below poverty line: 40% (2004)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 6.2
 Mobile phones/100 people: 103
 Literacy: (2007) 46% (F: 35%, M: 57%)
 Avg. years of education: 8 (F: 8, M: 8)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$416,595 FY14 ACTUAL: \$318,901 FY15 PLANNED: \$339,900

Total PD Spending by Theme

Top Spending by Activity

Cultural Programs (Post Generated)	\$80,740
Other	\$77,326
Media/Press Activities	\$36,234
Support for English Language	\$18,742
Teaching/Learning	
American Spaces (not centers)	\$14,167

Mauritius

DEMOGRAPHICS

Geographic area (sq. km.): 2030
 Population: 1260934
 Below 24 yrs. old: 36.50%
 Refugee population:
 Urban population: 40%
 GDP/capita: \$10,006
 Unemployment: 8%
 Below poverty line: 8% (2006)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 39
 Mobile phones/100 people: 123
 Literacy: (2011) 89% (F: 87%, M: 92%)
 Avg. years of education: 16 (F: 16, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$358,565 FY14 ACTUAL: \$347,528* FY15 PLANNED: \$268,600

*Data provided by AF Bureau.

Total PD Spending by Theme

Top Spending by Activity

Piechart Key: PD Spending by Theme

- Culture
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Map Key

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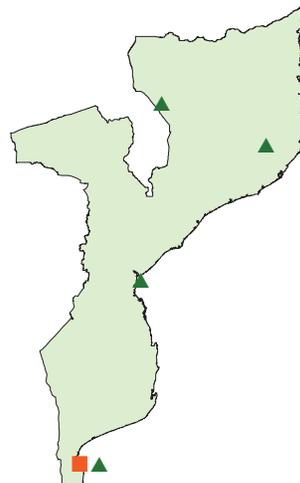
Mozambique

DEMOGRAPHICS

Geographic area (sq. km.): 786380
 Population: 26472977
 Below 24 yrs. old: 66.60%
 Refugee population: 4445
 Urban population: 32%
 GDP/capita: \$619
 Unemployment: 8%
 Below poverty line: 52% (2009)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 5.4
 Mobile phones/100 people: 48
 Literacy: (2009) 51% (F: 36%, M: 67%)
 Avg. years of education: 10 (F: 9, M: 10)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$920,947 FY14 ACTUAL: \$917,061 FY15 PLANNED: \$726,400

Total PD Spending by Theme

Top Spending by Activity

Other	\$391,733
Support for Mission Initiatives	\$148,040
American Centers	\$119,852
Cultural Programs (Post Generated)	\$98,350
Media/Press Activities	\$64,916

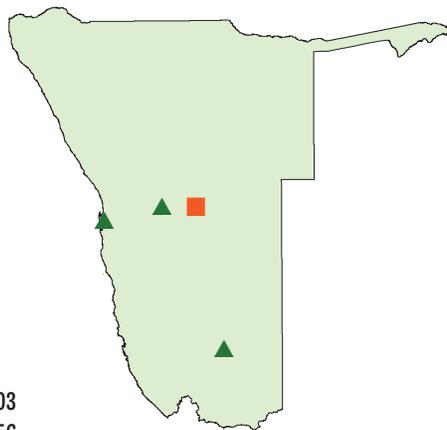
Namibia

DEMOGRAPHICS

Geographic area (sq. km.): 823290
 Population: 2347988
 Below 24 yrs. old: 54.80%
 Refugee population: 2332
 Urban population: 46%
 GDP/capita: \$5,720
 Unemployment: 17%
 Below poverty line: 29% (2010)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 13.9
 Mobile phones/100 people: 118
 Literacy: (2007) 76% (F: 78%, M: 74%)
 Avg. years of education: 11 (F: 11, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$541,628 FY14 ACTUAL: \$453,446 FY15 PLANNED: \$328,100

Total PD Spending by Theme

Top Spending by Activity

American Spaces (not centers)	\$118,803
Other	\$93,256
American Centers	\$52,920
Support for Mission Initiatives	\$50,666
Cultural Programs (Post Generated)	\$45,261

Piechart Key: PD Spending by Theme

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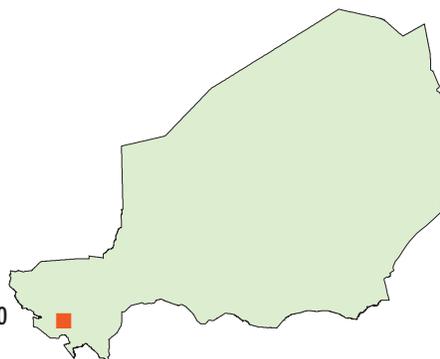
Niger

DEMOGRAPHICS

Geographic area (sq. km.): 1266700
 Population: 18534802
 Below 24 yrs. old: 68.20%
 Refugee population: 57661
 Urban population: 18%
 GDP/capita: \$441
 Unemployment: 5%
 Below poverty line: 63% (1993)

COMMUNICATIONS AND LITERACY

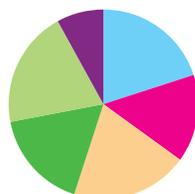
FH Media Freedom: Partly Free
 Internet users/100 people: 1.7
 Mobile phones/100 people: 39
 Literacy: (2012) 15% (F: 9%, M: 23%)
 Avg. years of education: 5 (F: 5, M: 6)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$717,253 FY14 ACTUAL: \$716,308 FY15 PLANNED: \$587,000

Total PD Spending by Theme



Top Spending by Activity

Other \$257,594
 Cultural Programs (Post Generated) \$87,076
 Support for Mission Initiatives \$69,736
 Media/Press Activities \$54,464
 Supplementing Bureau of Public Affairs Programs \$37,290

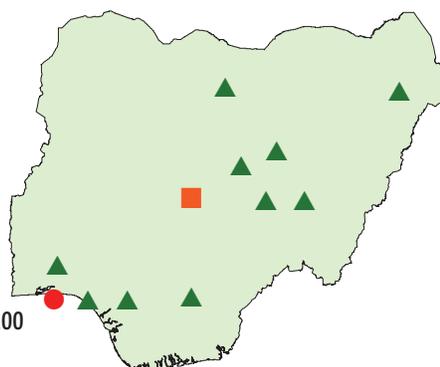
Nigeria

DEMOGRAPHICS

Geographic area (sq. km.): 910770
 Population: 178516904
 Below 24 yrs. old: 62.50%
 Refugee population: 1694
 Urban population: 47%
 GDP/capita: \$3,185
 Unemployment: 8%
 Below poverty line: 70% (2010)

COMMUNICATIONS AND LITERACY

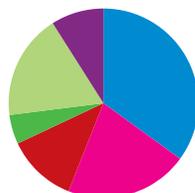
FH Media Freedom: Partly Free
 Internet users/100 people: 38
 Mobile phones/100 people: 73
 Literacy: (2008) 51% (F: 41%, M: 61%)
 Avg. years of education: 9 (F: 8, M: 10)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$3,500,247 FY14 ACTUAL: \$4,238,219 FY15 PLANNED: \$3,847,100

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities \$1,038,369
 Support for Mission Initiatives \$785,334
 Cultural Programs (Post Generated) \$592,800
 American Spaces (not centers) \$357,535
 Digital Outreach \$286,651

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

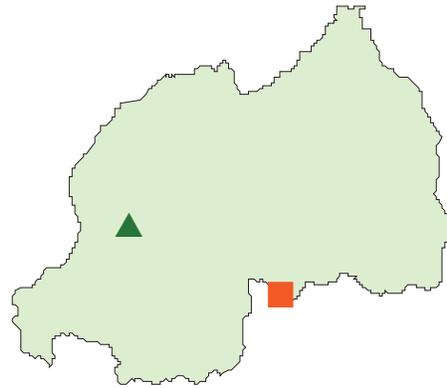
Rwanda

DEMOGRAPHICS

Geographic area (sq. km.): 24670
 Population: 12100049
 Below 24 yrs. old: 61.00%
 Refugee population: 73349
 Urban population: 28%
 GDP/capita: \$652
 Unemployment: 1%
 Below poverty line: 45% (2011)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 8.7
 Mobile phones/100 people: 57
 Literacy: (2010) 66% (F: 62%, M: 71%)
 Avg. years of education: 10 (F: 10, M: 10)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$521,892 FY14 ACTUAL: \$579,597 FY15 PLANNED: \$538,100

Total PD Spending by Theme

Top Spending by Activity

American Spaces (not centers)	\$125,281
Media/Press Activities	\$71,988
Cultural Programs (Post Generated)	\$70,158
Supplementing ECA Programs	\$68,306
Support for Mission Initiatives	\$49,946

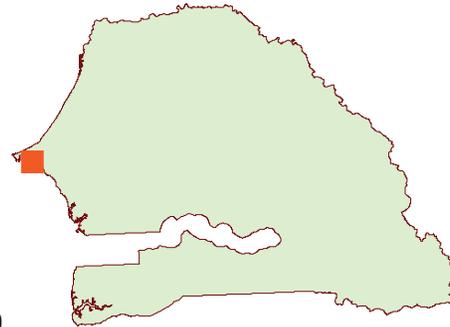
Senegal

DEMOGRAPHICS

Geographic area (sq. km.): 192530
 Population: 14548171
 Below 24 yrs. old: 63.00%
 Refugee population: 14247
 Urban population: 43%
 GDP/capita: \$1,071
 Unemployment: 10%
 Below poverty line: 47% (2011)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 20.9
 Mobile phones/100 people: 93
 Literacy: (2011) 52% (F: 40%, M: 66%)
 Avg. years of education: 8 (F: 8, M: 8)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$895,370 FY14 ACTUAL: \$906,162 FY15 PLANNED: \$885,700

Total PD Spending by Theme

Top Spending by Activity

Support for Mission Initiatives	\$158,877
Cultural Programs (Post Generated)	\$149,188
Media/Press Activities	\$106,214
Support for Information Resource Centers	\$66,747
American Spaces (not centers)	\$56,667



Piechart Key: PD Spending by Theme

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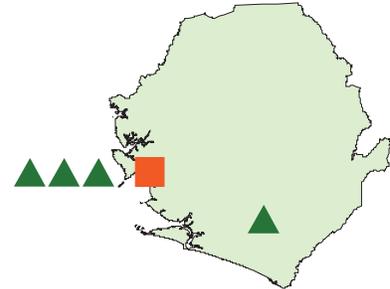
Sierra Leone

DEMOGRAPHICS

Geographic area (sq. km.): 72180
 Population: 6205382
 Below 24 yrs. old: 60.70%
 Refugee population: 2817
 Urban population: 40%
 GDP/capita: \$788
 Unemployment: 3%
 Below poverty line: 70% (2004)

COMMUNICATIONS AND LITERACY

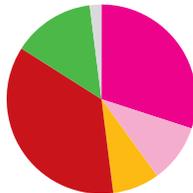
FH Media Freedom: Partly Free
 Internet users/100 people: 1.7
 Mobile phones/100 people: 66
 Literacy: (2012) 44% (F: 34%, M: 56%)
 Avg. years of education: 7 (F: 6, M: 8)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$194,922 FY14 ACTUAL: \$243,319 FY15 PLANNED: \$208,000

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$59,794
Align Resources with Strategic Priorities	\$55,834
Books & Publications	\$23,087
American Centers	\$22,587
Media/Press Activities	\$14,832

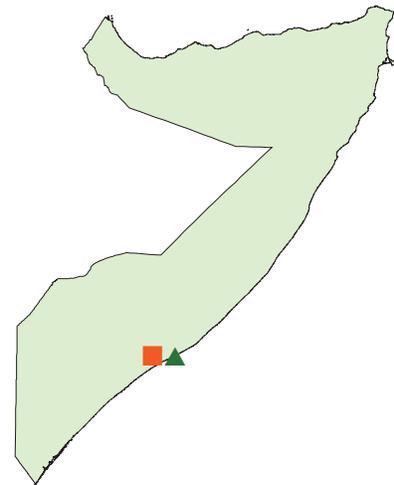
Somalia

DEMOGRAPHICS

Geographic area (sq. km.): 627340
 Population: 10805651
 Below 24 yrs. old: 62.90%
 Refugee population: 2425
 Urban population: 39%
 GDP/capita:
 Unemployment: 7%
 Below poverty line:

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people: 1.5
 Mobile phones/100 people: 49
 Literacy: (No Data) (F: , M:)
 Avg. years of education: (F: , M:)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$637,646 FY14 ACTUAL: \$249,889 FY15 PLANNED: \$223,200

Total PD Spending by Theme



Top Spending by Activity

Other	\$143,172
Digital Outreach	\$38,033
Support for Mission Initiatives	\$22,013
American Spaces (not centers)	\$9,334
Supplementing Bureau of Public Affairs Programs	\$9,334

Piechart Key: PD Spending by Theme

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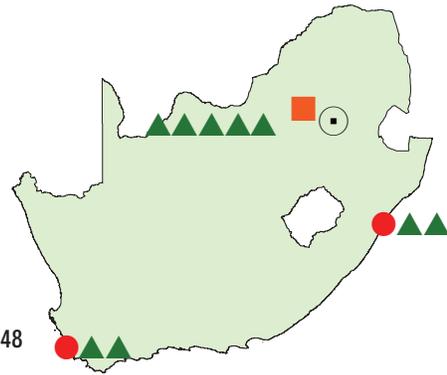
South Africa

DEMOGRAPHICS

Geographic area (sq. km.): 1213090
 Population: 54001953
 Below 24 yrs. old: 48.50%
 Refugee population: 65881
 Urban population: 64%
 GDP/capita: \$6,478
 Unemployment: 25%
 Below poverty line: 36% (2012)

COMMUNICATIONS AND LITERACY

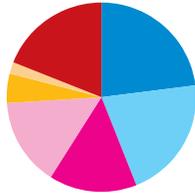
FH Media Freedom: Partly Free
 Internet users/100 people: 48.9
 Mobile phones/100 people: 146
 Literacy: (2012) 94% (F: 93%, M: 95%)
 Avg. years of education: (F: , M:)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$3,215,838 FY14 ACTUAL: \$3,127,100 FY15 PLANNED: \$2,864,048

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$858,435
Support for Mission Initiatives	\$585,341
Supplementing ECA Programs	\$322,373
Educational Initiatives (not including English Language programs)	\$260,734
Cultural Programs (Post Generated)	\$242,122

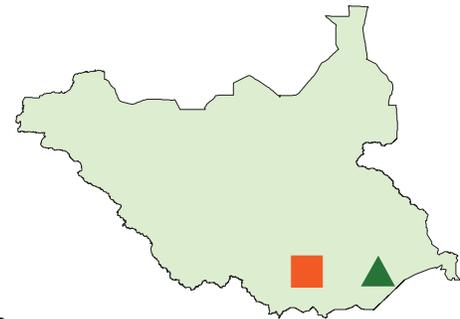
South Sudan

DEMOGRAPHICS

Geographic area (sq. km.):
 Population: 11738718
 Below 24 yrs. old: 65.70%
 Refugee population: 229587
 Urban population: 19%
 GDP/capita: \$1,113
 Unemployment:
 Below poverty line: 51% (2009)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free
 Internet users/100 people:
 Mobile phones/100 people: 25
 Literacy: (No Data) (F: , M:)
 Avg. years of education: (F: , M:)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$135,979 FY14 ACTUAL: \$159,760 FY15 PLANNED: \$214,600

Total PD Spending by Theme

Top Spending by Activity

Other	\$111,879
Media/Press Activities	\$10,291
Cultural Programs (Post Generated)	\$9,860
Alumni Outreach	\$3,674
Support for Mission Initiatives	\$2,705

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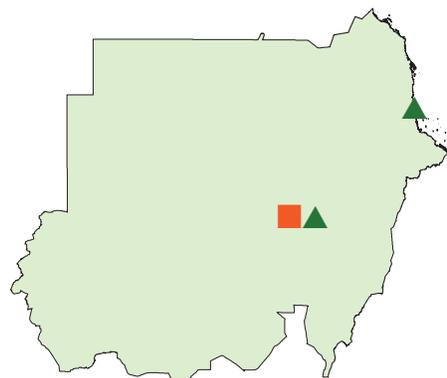
Sudan

DEMOGRAPHICS

Geographic area (sq. km.): 2376000
 Population: 38764090
 Below 24 yrs. old: 61.00%
 Refugee population: 159857
 Urban population: 34%
 GDP/capita: \$1,904
 Unemployment: 15%
 Below poverty line: 47% (2009)

COMMUNICATIONS AND LITERACY

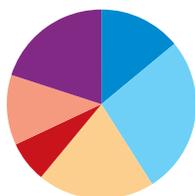
FH Media Freedom: **Not Free**
 Internet users/100 people: 22.7
 Mobile phones/100 people: 73
 Literacy: (2012) 73% (F: 65%, M:82%)
 Avg. years of education: 4 (F: , M:)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$656,863 FY14 ACTUAL: \$629,270 FY15 PLANNED: \$630,000

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$138,464
Supplementing ECA Programs	\$76,441
Support for Foreign Assistance Programs	\$66,964
Books & Publications	\$59,323
Media/Press Activities	\$54,371

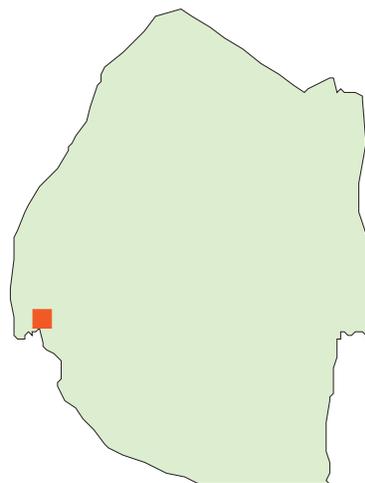
Swaziland

DEMOGRAPHICS

Geographic area (sq. km.): 17200
 Population: 1267704
 Below 24 yrs. old: 58.80%
 Refugee population: 507
 Urban population: 21%
 GDP/capita: \$2,682
 Unemployment: 23%
 Below poverty line: 69% (2006)

COMMUNICATIONS AND LITERACY

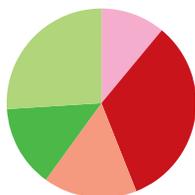
FH Media Freedom: **Not Free**
 Internet users/100 people: 24.7
 Mobile phones/100 people: 71
 Literacy: (2010) 83% (F: 82%, M:84%)
 Avg. years of education: 11 (F: 11, M: 12)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$383,298 FY14 ACTUAL: \$341,411 FY15 PLANNED: \$276,500

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$90,762
Educational Initiatives (not including English Language programs)	\$56,609
Cultural Programs (Post Generated)	\$36,105
Media/Press Activities	\$32,794
Other	\$26,992

Piechart Key: PD Spending by Theme

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- CVE

Map Key

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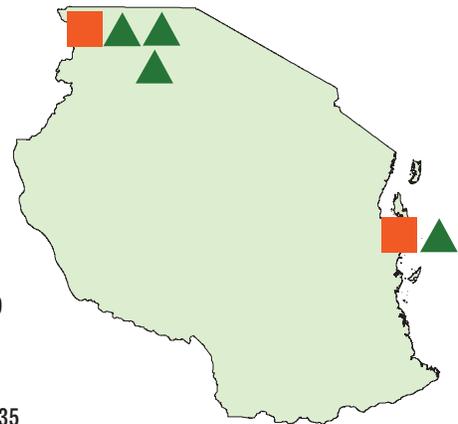
Tanzania

DEMOGRAPHICS

Geographic area (sq. km.): 885800
 Population: 50757459
 Below 24 yrs. old: 64.10%
 Refugee population: 102099
 Urban population: 31%
 GDP/capita: \$998
 Unemployment: 4%
 Below poverty line: 68% (2011)

COMMUNICATIONS AND LITERACY

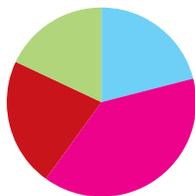
FH Media Freedom: **Partly Free**
 Internet users/100 people: 4.4
 Mobile phones/100 people: 56
 Literacy: (2010) 68% (F: 61%, M:75%)
 Avg. years of education: 9 (F: 9, M: 9)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$812,276 FY14 ACTUAL: \$798,761 FY15 PLANNED: \$672,900

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$299,635
American Spaces (not centers)	\$106,275
Cultural Programs (Post Generated)	\$95,790
Supplementing Bureau of Public Affairs Programs	\$66,754
Other	\$41,721

Togo

DEMOGRAPHICS

Geographic area (sq. km.): 54390
 Population: 6993244
 Below 24 yrs. old: 60.40%
 Refugee population: 20613
 Urban population: 39%
 GDP/capita: \$646
 Unemployment: 7%
 Below poverty line: 32% (1989)

COMMUNICATIONS AND LITERACY

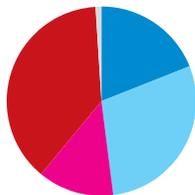
FH Media Freedom: **Not Free**
 Internet users/100 people: 4.5
 Mobile phones/100 people: 63
 Literacy: (2011) 60% (F: 48%, M:74%)
 Avg. years of education: 12 (F: , M:)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$517,645 FY14 ACTUAL: \$559,213 FY15 PLANNED: \$465,700

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$79,308
Support for English Language Teaching/Learning	\$74,284
Other	\$63,500
American Spaces (not centers)	\$59,243
Educational Initiatives (not including English Language programs)	\$53,618

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

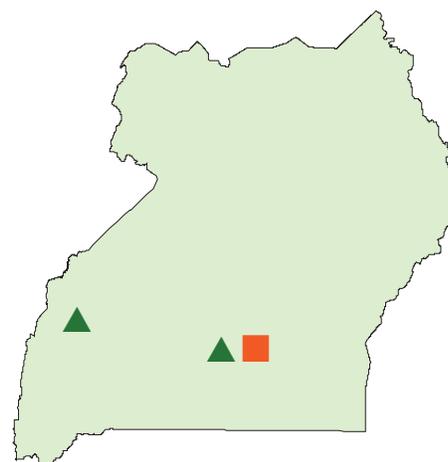
Uganda

DEMOGRAPHICS

Geographic area (sq. km.): 199810
 Population: 38844624
 Below 24 yrs. old: 69.90%
 Refugee population: 220555
 Urban population: 16%
 GDP/capita: \$677
 Unemployment: 4%
 Below poverty line: 20% (2013)

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**
 Internet users/100 people: 16.2
 Mobile phones/100 people: 44
 Literacy: (2010) 73% (F: 65%, M: 83%)
 Avg. years of education: 11 (F: 11, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$877,124 FY14 ACTUAL: \$829,656 FY15 PLANNED: \$716,700

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities \$156,848
 American Spaces (not centers) \$120,890
 Cultural Programs (Post Generated) \$80,528
 Alumni Outreach \$61,977
 American Centers \$60,525

Zambia

DEMOGRAPHICS

Geographic area (sq. km.): 743390
 Population: 15021002
 Below 24 yrs. old: 66.20%
 Refugee population: 23594
 Urban population: 40%
 GDP/capita: \$1,802
 Unemployment: 13%
 Below poverty line: 61% (2010)

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: 15.4
 Mobile phones/100 people: 72
 Literacy: (2007) 61% (F: 52%, M: 72%)
 Avg. years of education: 14 (F: 13, M: 14)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$0 FY14 ACTUAL: \$734,025 FY15 PLANNED: \$650,000

Total PD Spending by Theme

Top Spending by Activity

American Spaces (not centers) \$139,674
 Media/Press Activities \$120,223
 Support for Information Resource Centers \$73,591
 Inform Policy Making \$60,546
 Educational Advising & Promoting Study in the U.S. \$58,132

Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE
 Democracy Civil Society Women Youth Religious Other

Map Key

Embassy Consulate
 American Space

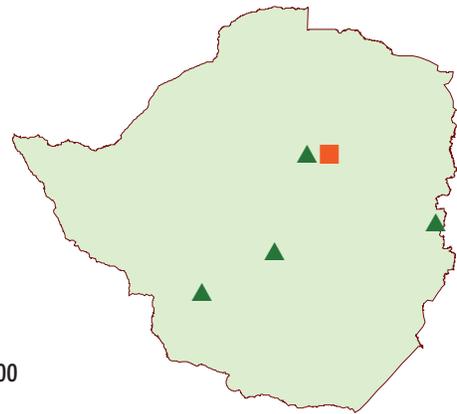
Zimbabwe

DEMOGRAPHICS

Geographic area (sq. km.): **386850**
 Population: **14599325**
 Below 24 yrs. old: **60.50%**
 Refugee population: **6389**
 Urban population: **33%**
 GDP/capita: **\$936**
 Unemployment: **5%**
 Below poverty line: **72% (2012)**

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: **18.5**
 Mobile phones/100 people: **96**
 Literacy: (2011) **84% (F: 80%, M: 88%)**
 Avg. years of education: **9 (F: 9, M: 10)**



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$1,439,995** FY14 ACTUAL: **\$1,485,807** FY15 PLANNED: **\$1,080,000**

Total PD Spending by Theme



Top Spending by Activity

American Centers	\$349,341
Support for Mission Initiatives	\$293,866
Other	\$153,857
Media/Press Activities	\$119,356
Cultural Programs (Post Generated)	\$108,016

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

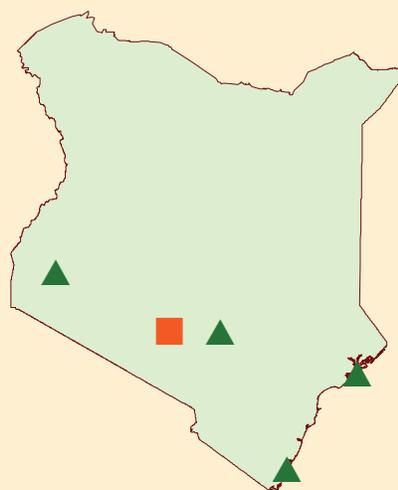
SPOTLIGHT COUNTRY: KENYA

DEMOGRAPHICS

Geographic area (sq. km.):
 Population:
 Below 24 yrs. old: **60.80%**
 Refugee population: **534938**
 Urban population:
 GDP/capita:
 Unemployment:
 Below poverty line: **43%** (2012)

COMMUNICATIONS AND LITERACY

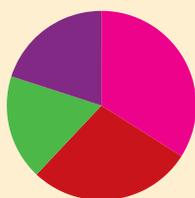
FH Media Freedom: **Partly Free**
 Internet users/100 people:
 Mobile phones/100 people:
 Literacy: (F, M):
 Avg. years of education: (F, M):



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$1,818,113** FY14 ACTUAL: **\$1,593,291** FY15 PLANNED: **\$1,454,200**

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$488,164
Media/Press Activities	\$260,829
American Spaces (not centers)	\$236,812
American Centers	\$111,054
Supplementing ECA Programs	\$94,438

ACPD RECOMMENDATIONS:

COMMUNICATE MORE DIRECTLY HOW TARGETED RECRUITS FIT INTO THE YALI MANDELA WASHINGTON FELLOWSHIP: The three tracks of the Fellowship -- public management, civic leadership and business and entrepreneurship -- are central to the character of the program and are meant to be all-encompassing themes. Yet it is not always immediately obvious to targeted recruits how their skillsets may fit within those themes. People who define themselves by traditional careers -- education, agriculture, medicine, law, journalism -- may be uncertain about where they fit. During the recruitment process, we suggest that more efforts be made to explain the all-encompassing themes and how they are relevant to young leaders.

CONTINUE TO SUPPORT KENYAN CIVIL SOCIETY IN COUNTERING VIOLENT EXTREMISM: The U.S. Mission and Public Affairs Section should continue to work with civil society leaders who are able to identify issues at a more grassroots level. Training on countering narratives for civil society and Government of Kenya officials alike should continue. Supporting local law enforcement is also essential, and communities must view themselves in participants in countering extremist influences. We hope that the Kenyan Government will not be restrictive of civil society and their participation in these efforts.

EXAMINE PROGRESS OF AMERICAN SPACES IN KENYA: The PAS's American Spaces are under tight security

restrictions, with the American Corners in Moi University's Nairobi Campus and Nakuru Public Library (central Kenya) being the most open and accessible. It was difficult to gauge the overall impact that the Mission's six spaces have had on the Kenyan public given these restrictions. We encourage the adoption of the open access principles for the American Resource Center in the embassy compound, especially given the recent improvements to Internet connectivity, and also a close assessment of the amount of visitors and the quality of their engagement with the spaces before determining how to further allocate resources in this restrictive environment.

OVERVIEW

With more than 20 U.S. government agencies represented, the U.S. Embassy in Nairobi is the largest U.S. Mission in sub-Saharan Africa. It is a complex mission focused on several U.S. foreign policy priorities, including four global presidential initiatives: The President's Emergency Program for AIDS Relief (PEPFAR), the Global Health Initiative, Feed the Future, Power Africa, Trade Africa, and the Young African Leaders Initiative (YALI).

Kenya is currently facing weak governance and corruption, unemployment and job creation challenges, wildlife conservation issues, and a large refugee population.¹¹ Security is also a major concern, given the

¹¹ According to the Office of the UN High Commissioner for Refugees (UNHCR), roughly 585,000 refugees are registered in Kenya; since December 2013, the conflict in South Sudan

escalation of al-Shabaab, (the Somali-based terrorist group) activity in the country. The U.S. is enjoying a more positive relationship with the Government of Kenya after President Uhuru Kenyatta's participation in the U.S.-Africa Leaders Summit in Washington in 2014. This relationship was further boosted by President Obama's travel to Kenya in July 2015 for bilateral meetings and to attend the 6th Annual Global Entrepreneurship Summit, which gathered entrepreneurs, business leaders, investors, universities, and foundations to exchange innovative ideas in Nairobi.

U.S. public diplomacy efforts in Kenya focus on outreach to civil society, media networks and youth to emphasize the contribution the U.S. government is making to the empowerment, well being and security of Kenyans. PD programs also aim to emphasize engagement with marginalized communities, including women and Muslim groups. The security situation in Kenya, however, has meant that foreign public engagement sometimes has to be scaled back, especially along coastal areas.

U.S. FOREIGN POLICY GOALS & PUBLIC DIPLOMACY

The main U.S. foreign policy goals for Kenya are to encourage democratic reforms (Kenya passed a more progressive constitution in 2010); promote sustainable economic growth; create capacity to prevent and respond to counter-terrorism threats; and strengthen health and human capacity. U.S. mission assistance in the area of democracy, rights, and governance amounted to approximately \$14.5 million in 2014. This assistance has supported constitutional and electoral reform, capacity building among the media and civil society organizations, and stronger legislative processes in parliament.

Kenyan public attitudes toward the U.S. remain positive. The Public Affairs Section supports mission priorities and larger U.S. foreign policy goals for the East African region to help strengthen bilateral ties, dispel misperceptions of U.S. policies, and form meaningful partnerships through Kenyan society, citizens, business groups. This includes informing Kenyans of the significant U.S. contributions toward consolidating democratic institutions, transforming the economy, positively affecting the lives of Kenyans, and promoting peace and security.

The principal public diplomacy goals include:

- Improve Kenyan media's ability to report on government activity at national and local levels;
- Support Kenyan civil society's positive role in fostering government reform and promoting mainstream Islamic ideology to counter violent extremist ideology;

- Promote anticorruption campaigns in partnership with Kenyan civil society organizations;
- Inform and empower citizens to participate in Kenyan democracy;
- Targeted ECA exchange programs to country-level NGOs.
- Interact and engage the Muslim population in Kenya to counter violent extremism and identify the root causes of terrorism addressed at the community level.

There is significant opportunity to engage Kenyan youth given that 43 percent of the Kenyan population is under the age of 15 and another third is between the ages of 15 and 34. The youth, however, receive an average of seven years of education, which can leave many feeling marginalized. Women are also disadvantaged compared to men and face many barriers in accessing justice for sexual and gender based crimes.

PUBLIC AFFAIRS SECTION

The Public Affairs Section at the U.S. Embassy in Kenya has a sizeable team of 23 people. This includes a core team of a Public Affairs Officer, Information Officer, Cultural Affairs Officer, Information Resource Officer, and 19 local staff and non-Foreign Service staff.

Interagency Cooperation: Given the large size of the U.S. Mission, with 20 distinct agencies represented, there appears to be a good inter-agency working relationship for information and engagement activities with the Kenyan public. The U.S. Agency for International Development's Director of Communications works regularly with the Section to promote the U.S. Mission's development activities and noted good cooperation with the Public Affairs Section. This appears to be an improvement since the 2012 Office of Inspector General Report that slighted the PAS for poor internal communication and a lack of regular coordination meetings with other mission entities. Continued use of a strategic planning calendar to coordinate information, cultural and educational outreach that connects to the Integrated Country Strategy would support this effort significantly.

Information Programs: The Information Office Section works to inform Western and Kenyan news media about various U.S. policies and activities, but also to strengthen the Kenyan news media and support their development. This includes engaging journalists via exchange activities, like the International Visitor Leadership Program and the TV Co-ops. It also partners with local organizations to provide media training to Kenyan journalists.

This work is particularly important given the recent decline in freedom of the press. As some Kenyan journalists discussed with ACPD, there is a significant deal of self-censorship in both traditional and digital media.

has caused 46,057 new refugees to seek asylum there. In FY 2014, the U.S. government provided more than \$113 million in humanitarian aid to refugees in Kenya.

There are also consistent attempts to shame women journalists, bloggers and pundits on social media, which one Kenyan female journalist identified as a form of pervasive, “technological violence.” The U.S. mission is working to stay in contact with and empower women to stay engaged in traditional and new media and to communicate the importance of them being represented in the news media more positively.

In addition, the IO engages with Kenyan and Western journalists through editorial roundtables and interviews to generate more positive coverage and counter misinformation. The embassy has also expanded its digital media footprint for Kenya’s two million Internet users. The U.S. embassy’s social media presence has increased considerably in the last two years: from 9,000 to 102,000 on Twitter and from 8,000 to 69,000 on Facebook as of September 2015. The mission uses social media to engage Kenyans on consular issues; exchange opportunities (including YALI); opportunities to study in the U.S.; and in country programming events.

There were two concerns raised in regards to information programs: the media monitoring was particularly labor-intensive with produced products of questionable value; and the laborious clearance procedures with the Public Affairs Bureau in Washington inhibited the U.S. Ambassador to be able to speak with Western press in a timely manner. However, the new 3 FAM 4170 (in effect since July 2015) empowers employees and devolves most review and clearance responsibilities to the Chief of Mission.

Educational & Cultural Programs: The Cultural Affairs Section team focuses on organizing U.S. educational, professional, and cultural in-country and exchange programs that aim to build understanding of American culture and values among Kenyan thought leaders and emerging leaders. The programs include the YALI and the Washington Mandela Fellowship (see below), EducationUSA, Muslim community outreach, IVLP, Humphrey, Fulbright, Pan Africa Youth Leadership Program, alumni and speakers programs. The EducationUSA program, in particular, maintains an active network with Kenyan universities and was in the process of planning a fair to attract Kenyan students to U.S. universities with representatives from 50-60 of those institutions. The PAS aims to ensure that EducationUSA services reach all six American Spaces in the country (see below). Another mission goal has been to expand English Teaching Assistants and English language training programs with the Muslim communities to counter violent extremism and to ensure that English teaching programs reach students from underrepresented populations. The mission also works to promote wildlife conservation through social media events and the IVLP program.

There are also 3,500 alumni from various ECA programs over the years. PAS aims to expand opportunities for them by creating regional alumni chapters and promoting opportunities for alumni to support their

communities, but it needs more resources from Washington to offer small grants funding and networking events along the lines of the model set out for returning Mandela Fellows.

The two primary concerns raised for educational and cultural programs were: the need for funds for more robust and consistent alumni outreach and the need to keep a diversified basket of academic, professional and cultural exchange programs to cater to various Kenyan publics.

YOUNG AFRICAN LEADERS INITIATIVE MANDELA WASHINGTON FELLOWSHIP

Kenyans represented one of the largest cohorts, nearly one-tenth, of YALI Mandela Fellows in 2014 and 2015, with 46 and 40 participants respectively. The Mandela Fellowship was a first-time process in 2014. Therefore, the PAS and alumni expressed a large degree of tolerance for early mistakes, and a spirit of wanting to ensure that the program continues to improve with time.

For the Public Affairs Section, there were two overarching positives about the first run of Washington Mandela Fellows. First, it is a very high profile program that attracts a great deal of positive attention. In 2014, 5,000 applied, 190 interviews were conducted, and 46 fellows were selected. In 2015, applications dropped to 2,606, 150 interviews were conducted, and 40 were selected. The PAS attributes the drop-off in applications to the fading of the buzz of the program, combined with Kenyan young professionals being more hesitant to apply after seeing the high-caliber of 2014 Fellows. Second, the selection process was a whole-of-mission operation, involving roughly 10 panels with representatives from various agencies within the Mission.

The concerns expressed were mainly about staffing and time management. The Nairobi PAS is one of three posts in Africa that has one full-time staff member dedicated to administering YALI Mandela Fellow Selection and the alumni follow-up. There were concerns raised that if this staff position did not exist, then 50 percent of the Cultural Affairs Officer’s time would likely go only to the YALI program selection and maintenance when there are dozens of other programs that the PAS CAO facilitates. As one person expressed, “We cannot let YALI overwhelm other academic and professional exchange programs that are uniquely valuable to the Kenyan context.” ACPD agrees that the Mandela Fellowship, while valuable, should not eclipse these other valuable programs through lessening the amount of staff attention that is dedicated to them, diluting their respective brand names, or decreasing the amount of attention to other program alumni. The full time position therefore is critical and the section may also benefit from additional TDY support, especially as the number of Mandela Fellows will double throughout sub-Saharan

Africa in FY 2016.

There was a second concern that the American concept of leadership doesn't always resonate with Kenyans and there was some confusion on where they would fit within the three Mandela Fellow tracks: public policy, entrepreneurship and civil society. One suggestion was to widen these tracks and/or communicate better how more traditional tracks like education, health, agri-business, culture and the arts, and the media, fit into them. The availability for Fellows to be considered for a second track was also emphasized.

In ACPD discussions with YALI alumni and other observers, the mission was commended for reaching beyond urban areas to identify emerging leaders for the fellowship. Nearly eight months later, the alumni were still buoyed by their experience in the U.S. and eager to stay connected to the U.S. Mission. The principal concern among Kenyans is that while YALI has a strong brand as President Barack Obama's initiative, there are still issues to work out in the program. One of these criticisms was that the programming in the United States did not account for the sophisticated levels of experience and expertise that the Mandela Fellows had already reached in their careers. Some of the institutions within the U.S. were also not prepared to keep the Fellows occupied. As referenced in the YALI section of this larger report, ACPD has raised these concerns with the Educational and Cultural Affairs Bureau and has been shown several improvements for 2015's program that address these issues, such as more rigorous workshops and opportunities for the Fellows to network with other young professionals in the cities they are assigned.

COUNTERING VIOLENT EXTREMISM

Al-Shabaab has been responsible for more than 350 casualties in Kenya since the 2013 Westgate Shopping Mall attack in Nairobi, including the April 2015 Garissa University College attack, which left 148 dead. The U.S. has provided Kenya with \$54 million in non-military U.S. counterterrorism security assistance since 2007. The Government of Kenya sent a high-level delegation to the February 2015 White House CVE Summit and recently hosted a local, follow-up regional CVE Summit with the U.S. in June.

The U.S. embassy rightly sees CVE as a crosscutting issue and has an interagency CVE working group that discusses ways to coordinate programming with international partners and the Government of Kenya. The Public Affairs Section and U.S. Agency for International Development (USAID) fund CVE activities in the country. They focus on regions and populations that are under the greatest threat, such as youth empowerment and conflict mitigation among communities at risk. Engaging local civil society leaders to counter violent extremism is essential to the U.S. Missions' goals.

With the help of the PAS, ACPD met with several

leaders to hear their thoughts about the local challenges and opportunities for U.S.-supported CVE efforts. There was a broad consensus on various dimensions of how to approach this work within Kenya. First, women should be at the center, especially mothers, who can conduct early interventions with youth who may be attracted early to violent extremism ideology. Second, teachers in primary and religious schools should be supported in teaching messages of tolerance and pluralism, and in empowering youth. Third, there must be intense focus at the community, grassroots levels, which includes the need for community police training. Fourth, there needs to be more inclusion within, and training of, the Kenyan police forces since the strong majority of police are not Muslim and are isolated from many Muslim communities. Last, there needs to be a more holistic and integrated approach in CVE for all layers of society. There is a major concern that networks and efforts to counter violent extremism are unorganized. This requires working with the Ministry of Education and Ministry of Interior to stress the importance of addressing violent extremism across various sectors: education, policing, refugees, community development, health, and government information.

Since radicalization is a transnational issue, the civil society leaders emphasized that the international community needs to understand that the challenges are incredibly diverse not just by nation, but by cities and by communities. The threat of violent extremism needs to be studied more in-depth and the roles of local, national government and of civil society must be clarified. Countering violent extremism requires a nationwide effort that is sensitive to local needs. Information campaigns are valuable, but people need education and in-person contact and experience for those messages to resonate. There are many good ideas when it comes to CVE, but the Government of Kenya must continue to be active and supportive of these efforts and include civil society and community leaders.

AMERICAN SPACES IN KENYA & EAST AFRICA

When they function well, American Spaces serve to provide important resources, both print and digital, that reach key audiences including youth-at-risk, women, children, students, academics, NGOs, journalists, entrepreneurs and others. They are also platforms for English-language education, studying in the U.S., and accurate information about the U.S. The most effective Spaces are those with educated, motivated staff and that benefit from a whole of mission approach to engage them, and that are open and accessible to the public.

American Resource Center in Nairobi: The 1998 al-Qaeda bombing of the U.S. Embassy in Nairobi was the impetus for the Secure Embassy Construction and Counterterrorism Act of 1999 (SECCA), which led to the creation of a New Embassy Compound away from

downtown Nairobi. Since it is mandatory that all U.S. government entities be co-located within the NEC, Embassy Nairobi has an American Resource Center (an Information Resource Center) inside the compound.

Since the opening of the ARC, receives roughly 12-15 visitors a day. Yet the PAS emphasized that the quality of the visitors has changed considerably; since visitors can no longer stumble upon the space in downtown Nairobi, they are more self-selecting and there are various repeat visitors. Once they have a membership card, they can get through the first layer of security in the NEC fairly easily. The ARC includes EducationUSA advising, large screen internet enabled TVs, Wifi and iPads. Since 2011, membership has increased from approximately 1,600 in 2011 to over 17,000. The collections focus on entrepreneurship, business and management, English teaching and learning, and educational advising materials. There are also hundreds of commercially produced DVDs and audiobooks on entrepreneurship, business and management that members can check out. Another perk of membership is that they can access online research resources remotely. The ARC hosts programs in the IRC space and facilitates Massive Open Online Courses (MOOCs). Given the location of the ARC outside of central Nairobi, there is a big emphasis on outreach to college and university students, in addition to faculty members, outside of the U.S. embassy.

American Corners in Kenya: There are five American Corners in Kenya:

1. Kisumu Public Library (western Kenya), Partner: Kenya National Library Service (KNLS)
2. Lamu (northeast coast) - Historic Mwana Arafa House, Partner: National Museums of Kenya (Lamu is a UNESCO world heritage site).
3. Mombasa (Kenyan coast), Partner: Muslim Education and Welfare Association
4. Nakuru Public Library (central Kenya), Partner: KNLS
5. Downtown Nairobi, Partner: Moi University Nairobi Campus

In 2012 PAS Nairobi received over \$600,000 from the Office of American Spaces to build an addition to the Kisumu Public Library in Western Kenya, renovate the Mwana Arafa House on the northeast coast and build a library building for the Muslim Education and Welfare Association in Mombasa. A substantial part of the money was issued as grants for the construction and furnishings; the balance was spent by PAS to procure content for the spaces.

The grants that funded the projects in Lamu and Mombasa are closed, while the grant that funded the project in Kisumu is still open. Unfortunately, these three projects took a great deal of time and one project remains unfinished. Due to security restrictions, U.S. embassy staff also cannot regularly travel to Mombasa and Lamu. The regional director is optimistic that the

American Corners in Nakuru and in downtown Nairobi will attract key audiences since there seem to be no infrastructure problems and the local librarians are devoted to the Corners.

ACPD visited the new American Corner at Moi University's downtown Nairobi campus, which has 5,000 students. The space opened on Feb. 2, 2015 and focuses on building entrepreneurship skills and giving access to news and information on American business, culture, government and society. It provides access to on and offline resources, like the eGrainery. According to the university administrators, the corner has increased the public profile of the university and internationalized its image. Since it is open to the public and not just university students, it is also helping with university recruitment. ACPD recommends an assessment of the type and quality of the visitors this fall to see if more advertising needs to be done to bring in non-university visitors.

OTHER AMERICAN SPACES IN EAST AFRICA

The Regional Director for American Spaces for East Africa is based in Nairobi. He expressed the potential for American Spaces in Kenya, Somalia, Ethiopia, Eritrea, Tanzania, Madagascar, and Mauritius/Seychelles to overcome persistent operational challenges with sustained U.S. mission engagement and funding. He reported that the increase in funds to the Office of American Spaces, which began in 2010, has made a substantial difference to the platforms in the region, allowing new ones to open and existing ones to add badly needed new resources and in some cases provided for substantial renovations.

Modernizing the spaces in the region, however, requires sustained effort by the PAS and commitment by IIP. Renovation projects especially demand a great deal of oversight. In addition, various security concerns make access to embassy Information Resource Centers on embassy compounds difficult. Yet, the Regional Director reported that many RSOs have aimed to balance accessibility with security concerns. Information management officers, too, have been supportive with installing WiFi capability.

Somalia: The U.S. Embassy in Nairobi hosts a Somalia Unit that manages an American Corner at Mogadishu University. While the Corner does not meet standards established by the Office of American Spaces, it is reportedly used and valued by Somali students. The Corner is the only physical USG public diplomacy asset in Somalia but it does not receive support funds from the Office of American Spaces in IIP. The Unit assists with three community libraries in the Dadaab Kenya refugee camps that serve a combined refugee population of approximately 500,000. The libraries now receive funding from AF/PPD and the Center for Strategic Counterterrorism Communications (CSCC). Recently, CSCC funded the Open Learning Exchange – www.ole.

org – project to establish community learning centers in the country. English language materials are highly desired in the Dadaab camps and the modest educational programs they support help reach tens of thousands of youth at risk of falling under the influence of al-Shabaab.

Ethiopia: There are six American Spaces in Ethiopia including the Embassy’s IRC. The American Corners are located in Dire Dawa, Harar, Jimma, Bahir Dar and downtown Addis Ababa. The Spaces are reportedly heavily used by young Ethiopians and access to the IRC, which has become an important program platform for the U.S. Mission, is fairly easy. The Corners are challenged by poor infrastructure, poor English language skills and low educational levels of the spaces’ Coordinators. But PAS Addis manages to use the spaces as program platforms for the U.S. Mission.

Eritrea: PAS Asmara operates an American Center located outside the chancery in rented space inside a German cultural center, in addition to an American Corner in Karen. The spaces offer the only uncensored Internet in the country and collection of English language materials. While they maintain a low profile due to difficult relations between the USG and the Government of Eritrea, they remain open due to their popularity with Eritrean youth.

Tanzania: There are four American Spaces in Tanzania including the Embassy’s IRC. The three American Corners are located in Mwanza, Zanzibar, and Pemba and are used primarily for learning English and Internet access. A recent infusion of funding from IIP has made a substantial impact on these spaces, especially in Pemba.

Madagascar: After a failed attempt to open an American Center in a shopping mall, there is currently an IRC at the embassy. While many young Malagasies desire to become IRC members, the embassy’s Regional Security Office unfortunately requires a one-month vetting period for each prospective member, which severely restricts access. Post also manages American Corners in Mahajunga and the Comoros Islands.

Mauritius/Seychelles: The U.S. Mission in Mauritius, located on a floor in an office building, serves as programming space for the Mission. The PAS also manages an American Corner in Curepipe that is located in a Carnegie Library, which is popular for its English language teaching materials. The U.S. Ambassador to Mauritius, who is also accredited to the Seychelles, opened a small American Corner at the University of the Seychelles that provides the Mission with a much needed a programming platform there.

SPOTLIGHT COUNTRY: SOUTH AFRICA*

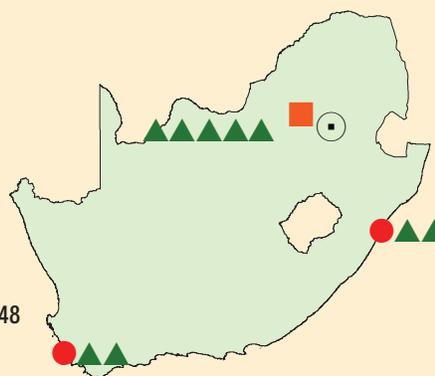
*Includes section on PAS in Central African Countries

DEMOGRAPHICS

Geographic area (sq. km.): 1213090
 Population: 54001953
 Below 24 yrs. old: 48.50%
 Refugee population: 65881
 Urban population: 64%
 GDP/capita: \$6,478
 Unemployment: 25%
 Below poverty line: 36% (2012)

COMMUNICATIONS AND LITERACY

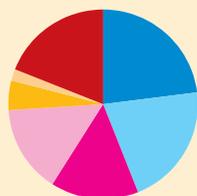
FH Media Freedom: Partly Free
 Internet users/100 people: 48.9
 Mobile phones/100 people: 146
 Literacy: (2012) 94% (F: 93%, M: 95%)
 Avg. years of education:



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$3,215,838 FY14 ACTUAL: \$3,127,100 FY15 PLANNED: \$2,864,048

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$858,435
Support for Mission Initiatives	\$585,341
Supplementing ECA Programs	\$322,373
Educational Initiatives (not including English Language programs)	\$260,734
Cultural Programs (Post Generated)	\$242,122

ACPD RECOMMENDATIONS

CLOSE EXAMINATION OF OVERSEAS STAFFING MODEL FOR PUBLIC AFFAIRS SECTIONS IN AFRICA:

The Under Secretary for Public Diplomacy and Public Affairs' Office of Policy, Planning and Resources (R/PPR) has recently completed a comprehensive review of the criteria the department uses to analyze staffing models for public diplomacy operations. They expect to make significant changes and clarifications in the baseline services public diplomacy will provide an embassy in each category and, most significantly, the specific resources that investment will require. ACPD strongly recommends that this pay special attention to Africa, where there are many small Public Affairs Sections that are managing an increasing load of educational, cultural and countering violent extremism programs.

ENSURE THAT WASHINGTON VISITS DIRECTLY CONNECT TO U.S. MISSION PRIORITIES:

Because South Africa is relatively more developed, has the largest PD staffing in the Africa region, and offers good international air connections, it is a go-to country for the State Department. However, public diplomacy speakers and events directed by Washington can often be forced upon the post with little clarity on how they fit with South Africa's Integrated Country Strategy and local priorities. Before deciding on South Africa as a destination for their efforts, PD and functional bureaus that want to advance their

agendas should give the post sufficient lead time and consider what may or may not resonate with a South African audience.

ADVANCE MESSAGES OF CULTURAL HERITAGE PRESERVATION AND THE GLOBAL SLAVE TRADE:

The discovery of the Portuguese slave ship São José off the coast of Cape Town, and the collaboration between the Smithsonian Institution and the Iziko Museums, is a tremendous opportunity for the State Department to broaden the conversation beyond Africa and the United States into a global one about the worldwide slave trade and to highlight the work of Ambassador Fund for Cultural Heritage Preservation.

OVERVIEW

The U.S. relationship with South Africa is pivotal for U.S. foreign policy on the continent and universally. South Africa is a prominent player in the African Union, the only African member of the G-20, a new addition to the BRICS consortium, a member of the Non-Aligned Movement (NAM), and is a member of the U.N. Human Rights Council. The United States shares with it goals for the global advancement of democratic development, nuclear nonproliferation, human rights and environmental protection. On the continent, South Africa has also been a leader in peacekeeping, especially in the Democratic Republic of the Congo and Sudan.

While South Africa has gained in regional and international prominence, domestically, legacies of apartheid, such as mass unemployment, underdeveloped education system, and income inequality, continue. South Africa is struggling to deliver economic benefits to the majority of its citizens and has one of the highest levels of income inequality in the world. While GDP per capita is \$8,202, 31 percent of the population lives on less than \$2 a day. The prevalence of HIV and AIDS among 15-49 year olds exceeds 18 percent of the population. In addition, more than one-third of all women in South Africa experience sexual assault before they are 18.

The current leaders of the party in power, the African National Congress, believe and resent that the U.S. government did not provide enough support to them during the early days of the anti-apartheid movement, however 74 percent of the South African public has a favorable opinion of the United States, according to the Pew Global Attitudes Project. ACPD visited the Public Affairs Sections in Cape Town, Johannesburg and Pretoria in March 2015 and found that public diplomacy activities were mainly used to support the U.S.-South African trade relationship and the country's economic development. Part of this is supporting emerging new leaders in South Africa through the Mandela Fellowship and enduring educational and cultural programs, such as the Fulbright Program, American Spaces, and Access Scholars program. During the Johannesburg visit, ACPD also met with PAOs based in Central African countries who were there for a workshop. A recurring theme in all of the conversations was that while Africa has become a presidential priority, they have not seen a commensurate increase in personnel and infrastructure support to buttress increased foreign public engagement, especially with the focus on the Young African Leaders Initiative (YALI). The Press and Public Diplomacy Office in the Bureau of African Affairs has informed ACPD that there will soon likely be funding for 19 full-time YALI coordinators, which is an improvement. Yet there still needs to be a review of the staffing size of Public Affairs Sections worldwide, and especially across Africa.

U.S. FOREIGN POLICY GOALS & PUBLIC DIPLOMACY

The main U.S. foreign policy goals for South Africa are to support its democratic and economic growth; to create a stable and prosperous trade and investment partner; and to partner with it to advance U.S. interests of peace, democracy and development in the Africa region and internationally. South Africa is the United States' 38th largest trading partner. For South Africa, the United States is its second largest trading partner. South Africa is the largest recipient of U.S. foreign direct investment in Sub-Saharan Africa, with roughly \$13.6 billion in investments in 2011. More than 600 U.S. companies conduct business in South Africa, despite high costs of exporting South African goods. Between

2004-2013, the United States invested \$4 billion to kill HIV/AIDS via PEPFAR in South Africa, where 6.3 million people live with the disease.

South African youth who have come of age post-apartheid are incredibly determined, and many public diplomacy programs are focused on supporting them to advance the country's economy. Roughly 40 percent of the population is under the age of 35, yet two-thirds of youth suffer from unemployment. U.S. public diplomacy programs work to support their educational advancement and professional development.

PUBLIC AFFAIRS SECTION

The U.S. mission in South Africa has four Public Affairs Sections in Durban, Pretoria, Johannesburg and Cape Town that received a collective \$3 million in public diplomacy funding in FY 2014. Of these sections, there are 14 full-time Foreign Service Officers and 40 locally employed staff. There is an Information Resource Center at the U.S. consulate in Johannesburg; an American Center (the Rosa Parks Library) in Soweto; and American Corners in public libraries in Pietermaritzburg, Bloemfontein, Westonaria, Cape Town and Pretoria, with one opening soon in Port Elizabeth. In addition to these eight spaces, there will be a YALI Regional Leadership Center for Southern Africa, located in Pretoria, that will benefit from an education alliance with the University of South Africa. This center will be linked to the American Spaces but run by USAID as part of the larger Young African Leaders Initiative.

Many Public Affairs Officers discussed with ACPD that because South Africa is relatively more developed in the region, has the largest PD staffing, and offers good international air connections, it is a go-to country for the State Department. However, public diplomacy speakers and events directed by Washington can often be forced upon the post with little clarity on how they fit with South Africa's Integrated Country Strategy and local priorities. Functional bureaus that want to advance their agenda should give the mission sufficient lead time and consider what may or may not resonate with a South African audience. As one officer articulated it, PAS are increasingly finding themselves in positions where they have to accommodate global interests that do not make sense for South Africans. While it is heartening that public engagement is becoming more important to advancing U.S. foreign policy goals, the structures are not present within current PAS to appropriately accommodate varied bureaus' interests.

Information Programs: South Africa is home to the Africa Regional Media Hub, which received high praise from PAOs throughout Africa and the journalists ACPD spoke with, and is explained more below. The Information Officers were most concerned about the clearance processes they have to go through with Washington to speak to the Western press. However, the new 3 FAM

4170 (in effect since July 2015) empowers employees and devolves most review and clearance responsibilities to the Chief of Mission.

Educational and Cultural Programs: The Public Affairs Sections manage more than 20 ECA programs, including International Visitor Leadership Program (IVLP), Fulbright Student and Scholars Program, Fulbright Teachers Excellence Program, Fulbright Specialists Program, English Access Microscholarship Program, Community College Initiative, Hubert Humphrey Fellowship Program, Youth Leadership Program (YLP), Study of the U.S. Institutes, Kennedy-Lugar Youth Exchange and Study (YES) Abroad program, Fortune 500: Women Leaders, and the Mandela Washington Fellowship. There were 46 South African Mandela Fellows in 2014, which was one of the largest cohorts of the 500 total fellows. With the Fulbright program, 70 percent of the beneficiaries are Masters students and the remaining are PhD scholars. The Public Affairs Sections expressed concerns over rumors that Fulbright spending may be cut to accommodate other exchange programs, emphasizing that degrees in public health and STEM were priority goals for South African participants to contribute to their country's development. The mission also has a youth council, Generation Next, which pre-dated the Young African Leaders Initiative. EducationUSA is also active in the four (soon-to-be five) American Spaces in the country. Last academic year, 1,716 South African students studied in the United States, which is the third highest in Sub-Saharan Africa behind Nigeria (7,921) and Ghana (2,914).

Collaboration with Smithsonian Institution and Iziko Museums South Africa: Earlier this year, the U.S. Consulate General in Cape Town publicly announced, along with the with Iziko Museums South Africa (Iziko) and the Smithsonian Institution's National Museum of African American History and Culture (NMAAHC), the discovery of the sunken Portuguese slave ship, São José, off the coast of Cape Town. The post was able to put \$1 million toward this project from the Ambassador's Cultural Heritage Preservation Fund. Currently, the two museums are working on an inter-institutional agreement for ongoing conservation work and for the ship to be on loan to the National Museum of African American History and Culture for five years. There are several opportunities for the PAS in Cape Town to partner with South African cultural institutions and to strengthen relationships with the South African public, focusing on the United States' and South Africa's shared histories. The State Department can also use this project to contribute to an improved global understanding of the slave trade.

Young African Leaders Initiative Mandela Washington Fellowship: The first run of the Mandela Washington Fellowship was successful with the South African cohort, especially given its launch by President Obama

in Soweto in June 2013. (The Young African Leaders Initiative was originally launched in 2010.) Yet recruitment, selection, and preparation of the Fellows in 2014 took an exorbitant amount of time, especially the time of the EducationUSA advisor who had to reduce the amount of time she could spend advising potential students. The addition of a full-time YALI coordinator was expected to alleviate much of the work in future years.

Alumni Networks: The U.S. mission in South Africa recently worked to build its alumni network in the country and is now connected to 7,718 alumni of the department's Bureau of Educational and Cultural Affairs exchange programs. South Africa's first participant was sent on an International Visitor Leadership Program in 1952, and the first Fulbright Foreign Student award was granted in 1953. Currently, 16 of the alumni are members of the cabinet, five are supreme court justices, and 10 are vice chancellors. A plurality (1,714) of the alumni are between the ages of 50-59 and 1,271 are under the age of 40. Sixty-one percent of the alumni are male. Thirty-six of the alumni participated in IVLP and nearly 25 percent participated in a Fulbright program. Because of the sizable amount of alumni compared to the small group of 46 Mandela alumni, the PAS officers were concerned about potential segregation of the Mandela Fellows. ACPD agrees that it is important that they not be completely segregated from the rest of the network.

While ECA provides case by case, proposal by proposal, funding to alumni worldwide annually, the PAS in Johannesburg indicated that no funding currently comes from the ECA Alumni Division to support this large alumni network. The YALI network, by contrast, receives broader, deeper alumni support in the amount of roughly \$2 million. There is a major concern that the alumni of different programs feel segregated from Mandela Fellowship alumni, as if they are second tier. It is important that posts throughout Africa pay acute attention to ensuring that all alumni are integrated in their outreach and events.

The alumni of various programs that ACPD spoke with were very candid in their attitudes toward South Africa's current challenges and U.S. programs. They urged that the United States continues to support young leaders' professional development, artists who are trying to create new spaces, and venues for self expression.

AFRICA REGIONAL MEDIA HUB

The Africa Regional Media Hub, located in Johannesburg, has been a successful model for helping African, American and international media gain access to information about U.S. foreign policy and official activities in the region. Its goal is to "increase official U.S. voices and faces on African television, radio, social and print media, so that the U.S. government message is visible, active and effective in advocating U.S. policies

and priorities on regional and global issues.” The hub organizes regional media events and supports journalism workshops and training, in addition to conducting media training for U.S. Ambassadors, Deputy Chiefs of Missions and other officials across the continent. The hub organizes media engagements for U.S. officials virtually from Washington and in-person when they are visiting Africa. The hub also connects journalists covering the region with American officials. In addition, it amplifies U.S. government messages on traditional and social media, and coordinates with the U.S. Africa Command (AFRICOM) on media tours of the region. The hub is particularly relevant to communicating about transnational issues within the continent, such as U.S. actions to curb Ebola and other infectious diseases.

ACPD spoke with several PAOs based in Eastern and Central Africa who were in Johannesburg for a workshop, the Public Affairs Section in Nairobi, and several journalists who cover the region for U.S. media outlets. The hub’s director received praise from PAOs and journalists alike for her work, filling a critical regional gap that PAOs do not fill because they are focused on the bilateral relationship, and/or do not have the bandwidth to due to staffing limitations.

CONCERNS OF PAOS BASED IN CENTRAL AFRICA

While in Johannesburg, ACPD was able to meet with PAOs who work in Central African posts regarding their concerns. They had traveled to South Africa for a regional PAO workshop. Their main issue was that as the workload from Washington continued to grow, the supporting personnel and infrastructure had not increased

to accommodate it. This is certainly the case with the addition of the YALI Mandela Washington Fellowship to a full slate of ECA programs. YALI has been enormously successful in empowering local, young leaders. Yet they, and ACPD, are wary of the increasing demands put on these smaller missions by Washington. As one PAO said, “One hundred percent of our workday is driven by Washington. It’s in the evenings that we have time to focus on local mission priorities.” This constant need to react to issues gives very little time for more long-term strategic planning on how PD fits with regional foreign policy goals. To have time to engage local audiences and not be completely absorbed with managing the myriad administrative tasks associated with a PAS, there should be at least two officers assigned to a section. ACPD understands that the Press and Public Diplomacy Office in the Bureau of African Affairs has worked to ensure that less first-tour Foreign Service Officers take on PAO assignments in these posts and that officers taking on their first PD assignments receive at least distance mentoring from more senior officers.

Another question the PAOs had had was the rationale behind the tiering of the American Spaces. Some received extra funding for spaces that they could not spend, while others could have used the additional financial support. ACPD encourages that when the priority American Spaces for Africa and the rest of the world are determined, they are done so in close coordination with the PAOs. Last, the PAOs also noted that the Community College Initiative works in African countries because the beneficiaries return with trade skills. This is a profound change because the students don’t have other opportunities for higher education.

